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ECONOMIC DEVELOPMENT STUDY



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HERTFORD COUNTY, N.C.

ECONOMIC DEVELOPMENT STUDY

PREPARED FOR THE COUNTY OF HERTFORD, NORTH CAROLINA

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INTRODUCTION

INTRODUCTION

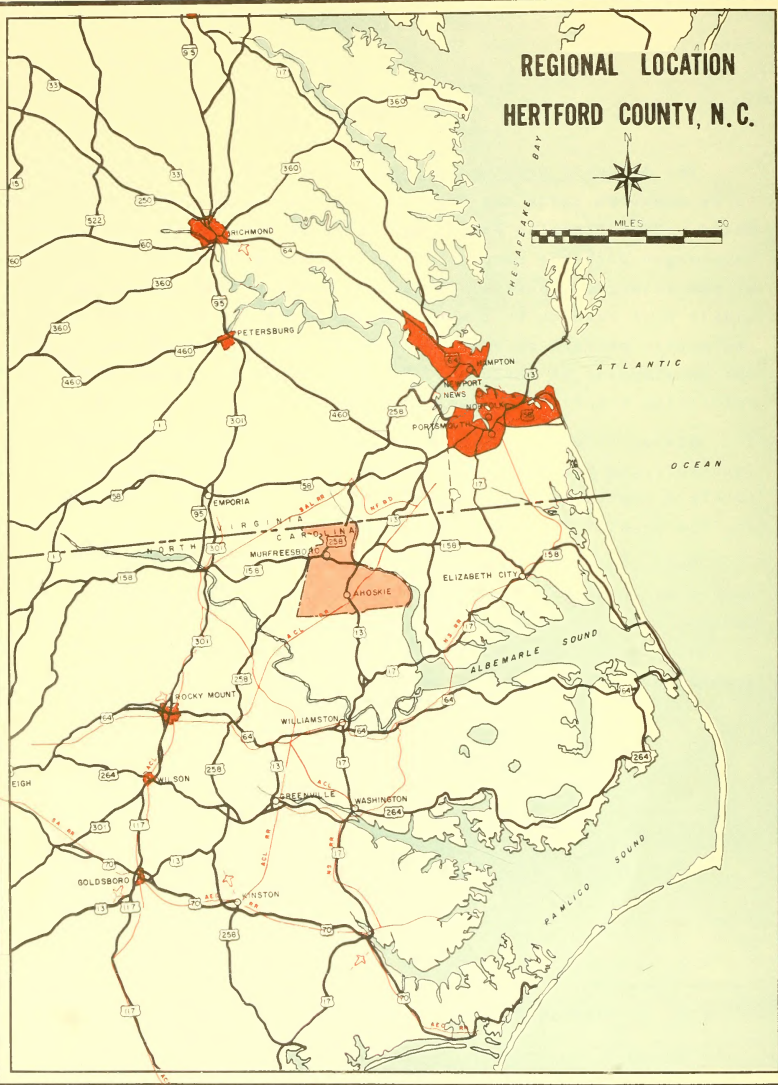
The Economic Development Study is one of a series of studies to be prepared under the direction of the Hertford County Planning Board. This Planning Board, appointed by the County Commissioners, is charged with the responsibility of making "...a careful study of the resources, possibilities, and needs of the county, particularly with respect to the conditions which may be injurious to the public welfare or otherwise injurious, and to make plans for the development of the county."¹ This study is a step toward fulfilling the Planning Board's responsibility.

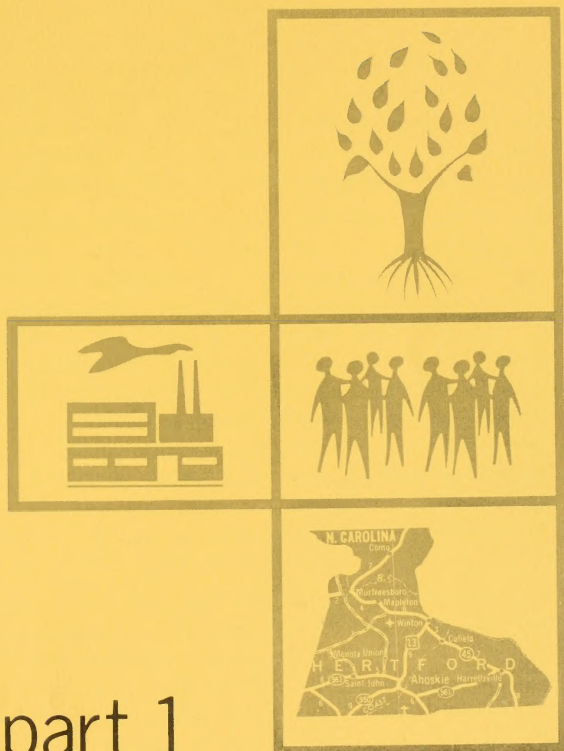
Stated briefly, the Economic Development Study provides an inventory and analysis of the human and physical resources in Hertford County. Then, based on this inventory and analysis, various possibilities for improvement are suggested.

This study should serve two purposes. First, it should be useful as an aid in planning for the physical development of the county. However, the study should prove to be of greatest value to those people who are concerned specifically with economic growth and development.

¹N. C. General Statutes 153-9.

REGIONAL LOCATION HERTFORD COUNTY, N.C.





part 1

POPULATION

INTRODUCTION

One of the most important assets of a town or county is its people. An area thrives and grows, or withers and dies, through the efforts of its citizens who work and reside there. The area may be situated in an excellent geographic location for any desired development and may have the physical resources necessary for economic growth, but if there is an inadequate labor supply and a lack of necessary social and service functions, such an area cannot hope to realize this extensive economic growth.

Logically, a town or county must make certain demands upon its citizens in order to provide the services necessary for economic growth and development. Although many services are provided by individuals and private businesses, many other services are provided by the local government. Such things as schools, roads, and police and fire protection, all for the health, safety, and welfare of the people, are included in the realm of public services. For this reason, the government needs to know something about the people upon whom it must depend for support and whom it must serve. This section of the Economic Development Study is designed to provide the Hertford County Planning Board and, in turn, the local government with an analysis of the characteristics of the county's population.

Essentially, the population section is in three parts. First, the past population trends in the county are analyzed to determine how the population has changed over the years. This section is involved with the trends which influence population growth. Second, the current characteristics of the population are analyzed in order to provide the Planning Board with information concerning the age, sex, and racial distribution of the population. In addition, some attention is given the social characteristics such as income and education. Finally, the population is projected into the future so that the Planning Board may plan for physical development in relation to the anticipated population characteristics, distribution, and overall change.

CHAPTER ONE

PAST TRENDS

Introduction

As stated earlier, an analysis of past trends helps to identify those determinants which will influence future population growth. In the case of an area, such as Hertford County, with fixed geographical boundaries, population growth is effected only through natural increase and migration of people.¹ In addition to aiding or hindering growth, whatever the case may be, natural change and migration also influences the age, sex, and racial characteristics of the population. Each of these will be considered in detail in later sections.

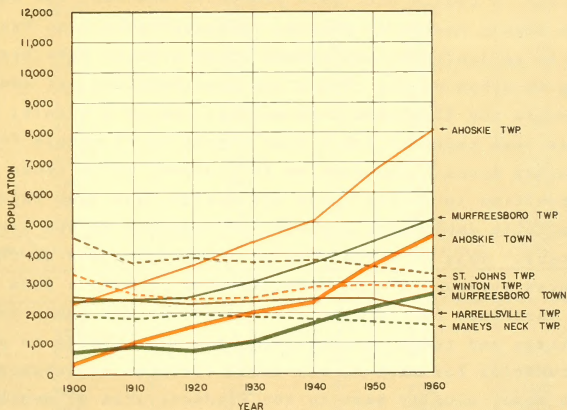
POPULATION GROWTH

Before analyzing the natural increase and migration trends in Hertford County, it is desirable to view the numerical change in the county's population over a significant period of time. In 1900 the population of Hertford County was 14,294 people, and since that time the population has increased gradually to the 1960 population of 22,718 people, an increase of 8,424 people or 59 percent. Over this period the population growth trend for the county varied only slightly from a straight line or what may be referred to as a constant, continuous increase.

In Chart 1, the population change for the minor civil divisions in Hertford County is shown. From 1900 to 1960, the only significant population increase in the county took place in Ahoskie and Murfreesboro Townships, with most of the growth

¹ Natural increase is population increase due to an excess of births over deaths and a natural decrease would be a population decrease due to an excess of deaths over births. Of course, in-migration is the movement of people into an area to live and out-migration is the movement of people from an area to other areas.

CHART - I
POPULATION GROWTH
 OF
TOWNSHIPS AND TOWNS
 HERTFORD COUNTY
 1900 - 1960



SOURCE: U.S. BUREAU OF THE CENSUS

actually occurring in the towns. The remaining townships in the county have experienced a loss of population since 1900. This trend toward an increasing urban population and a decreasing rural population became more pronounced during the 1950's and was in keeping with the State and National trend of migration from the farms to urban areas.

MIGRATION

For several years the nation's economy has been adjusting to a great technological change. Progressive farming techniques and modern equipment have increased the productivity of the nation's farmland significantly. Correspondingly, a smaller and smaller amount of labor has been required to achieve the increased production. For example, in 1940, one farm worker could supply approximately 10 people with farm products, whereas, now one farm worker can supply nearly 35 people. Although jobs have been declining in agriculture, employment opportunities have been increasing in urban areas. These new opportunities, of course, have attracted the displaced farm worker, and as a result, this country has been experiencing a mass migration of people from rural to urban areas. The onetime farm worker first looks for job opportunities in nearby towns and cities, and upon failing to find suitable employment locally, he migrates to the larger urban centers. This is perhaps an oversimplification of the circumstances surrounding the out-migration of people from eastern North Carolina, but it does reflect one of the basic motivations. Cities and towns in this area have been unable to provide job opportunities for many of the local citizens and consequently, the people move, usually west to the Piedmont area or north and east to the larger metropolitan areas. The most tragic consequence of the migration is that a large percentage of these people, due to their economic status, congregate in urban slums. Here they tend to perpetuate the already deplorable slum conditions of the city. More importantly, because a large majority are unskilled and uneducated and must compete for menial jobs as laborers and unskilled workers, they cannot cope with the economic and social aspects of metropolitan life.

Between 1950 and 1960, migration played a significant role in the total population picture for Hertford County. During this time, 278 more white people and 2,279 more nonwhite people left the county than came into the area. As shown in Tables 1 and 2,

TABLE 1
CHANGE IN WHITE POPULATION, HERTFORD COUNTY, 1950-1960

MALE - WHITE				
	1950 Census Population	Anticipated 1960 Survivors	1960 Census Population	Migration # %
0-4	452		436	
5-9	425		426	
10-14	358	448	436	-12 - 2.7
15-19	324	422	512	+90 +21.2
20-24	333	354	327	-27 - 7.5
25-29	347	319	255	-64 -19.8
30-34	350	327	330	+ 3 + 0.9
35-39	332	338	319	-19 - 5.5
40-44	274	338	349	+11 + 3.1
45-49	251	315	295	-20 - 6.0
50-54	236	253	251	- 2 - 0.7
55-59	194	222	190	-32 -12.7
60-64	147	196	165	-31 -13.1
65-69	132	147	145	- 2 - 1.0
70+	162	226	201	-25 -17.0
Net Migration.....				-130
FEMALE - WHITE				
0-4	461		437	
5-9	394		422	
10-14	376	458	447	-11 - 2.4
15-19	335	392	417	+25 + 6.3
20-24	302	374	274	-100 -26.6
25-29	306	333	280	-53 -15.8
30-34	326	299	279	-20 - 6.6
35-39	332	302	331	+29 + 9.5
40-44	283	320	307	-13 - 4.0
45-49	260	323	321	- 2 - 0.6
50-54	199	272	276	+ 4 + 1.4
55-59	188	245	223	-22 - 8.5
60-64	164	181	181	0 0.0
65-69	161	162	169	+ 7 + 3.7
70+	187	309	317	+ 8 + 4.9
Net Migration.....				-148

Source: U.S. Bureau of the Census.

TABLE 2
CHANGE IN NONWHITE POPULATION, HERTFORD COUNTY, 1950-1960

MALE - NONWHITE				
	1950 Census Population	Anticipated 1960 Survivors	1960 Census Population	Migration # %
0-4	907		981	
5-9	824		944	
10-14	771	895	900	+ 5 + 0.6
15-19	666	815	685	- 130 -15.8
20-24	521	756	348	- 408 -52.9
25-29	452	644	277	- 367 -55.1
30-34	463	497	343	- 154 -29.6
35-39	382	425	330	- 95 -21.0
40-44	315	428	391	- 37 - 8.0
45-49	225	342	319	- 23 - 6.0
50-54	218	267	253	- 14 - 4.4
55-59	217	176	194	+ 18 + 8.0
60-64	142	155	163	+ 8 + 3.7
65-69	119	142	174	+ 32 +14.7
70+	178	230	196	- 34 -23.9
Net Migration.....				-1199
FEMALE - NONWHITE				
0-4	952		1,001	
5-9	850		1,019	
10-14	729	941	937	- 4 - 0.4
15-19	713	843	687	- 156 -18.4
20-24	588	718	344	- 374 -51.3
25-29	468	696	372	- 324 -45.4
30-34	416	568	408	- 160 -27.2
35-39	367	446	390	- 56 -12.0
40-44	307	390	387	- 3 - 0.7
45-49	238	336	335	- 1 - 0.3
50-54	244	269	269	0 0.0
55-59	170	196	217	+ 21 + 8.8
60-64	129	186	166	- 20 - 8.2
65-69	135	120	150	+ 30 +17.6
70+	156	253	220	- 33 +25.6
Net Migration.....				-1080

Source: U.S. Bureau of the Census.

all male migrants outnumbered all female migrants by less than 100, with the major portion of out-migration being concentrated in the 15 to 34 year old age groups.

Several factors contribute to the extraordinarily high rate of nonwhite out-migration. Due to a higher rate of natural increase, (See Table 2) a larger number of nonwhites reach working age each year, and as a result, many cannot find employment locally. At best, job opportunities for everyone in the county are limited. Consequently, because white people generally receive first consideration for available jobs, many nonwhites are forced to seek employment elsewhere. Others move north because of a desire to improve their social and economic standing, although sometimes the less desirable location is not that from which they attempted to escape.

In summary, extensive out-migration of white and nonwhite people in the 15 to 34 year old age group is indicative of a lack of sufficient nonagricultural employment opportunities locally to replace the rapidly dwindling number of agricultural jobs available. Even when jobs are available, many of these people are not qualified to take a position which requires a certain amount of training or skill.

The loss in population, particularly in the 15 to 34 year old age grouping, is extremely unfortunate for Hertford County. The county has made a large investment in every member of its population. An outstanding example of this investment is the investment in the education of the individual. Every time a person migrates from the county this investment is lost and the county becomes poorer because of the out-migration. This loss represents wasted taxes and training so far as Hertford County is concerned.

NATURAL INCREASE

Resulting from migration alone, the Hertford County population would have decreased by 2,557 people, or 11.9 percent, from 1950 to 1960. However, because the natural increase exceeded the net migration loss, the county's population increased by 5.9 percent. The natural increase in the county between 1950 and 1960 totaled 3,822 people, representing a 17.8 percent increase over the 1950 population.

The high percentage was due primarily to a relatively high birth rate. The birth rate (or fertility ratio) measured in terms of the number of children under five years old per 1,000 females (15 to 49 years old), was significantly higher for Hertford County than for North Carolina. Comparative fertility ratios are listed in Table 3.

TABLE 3
CHILDREN UNDER FIVE PER 1000 FEMALES
15 to 49 YEARS OLD, 1960

Area	Children Under 5 Per 1000 Females 15 to 49 Years Old
Hertford County	556.3
White	395.2
Nonwhite	678.1
North Carolina	448.0
White	*
Nonwhite	525.5

*Not available

Source: U.S. Bureau of the Census

As was previously stated, nonwhites in the county have a very high birth rate (See Table 3) and, of course, the accompanying high rate of natural increase.

POPULATION DISTRIBUTION

The migration and natural increase of the population has not occurred uniformly throughout the county. From closer observation, it also is evident that the population distribution among the various townships fluctuates from year to year. Although the total county population has continued to increase since 1940, some townships have experienced the reverse. Obviously, the major population increase in the county has occurred in the Ahoskie and Murfreesboro areas (See Table 4). The present distribution reflects a definite trend toward urbanization, which in all probability will continue as long as technology improves agricultural methods. By 1970, assuming past trends continue, Ahoskie and Murfreesboro Townships may have over 65 percent of the total county population.

TABLE 4
HERTFORD COUNTY POPULATION BY TOWNSHIP
1940, 1950, 1960

Township	Population					
	1940	%	1950	%	1960	%
Ahoskie	5,015	25.9	6,671	31.1	8,031	35.4
Harrellsville	2,426	12.5	2,400	11.2	1,972	8.7
Maneys Neck	1,746	9.0	1,703	7.9	1,498	6.6
Murfreesboro	3,666	18.9	4,399	20.5	5,181	22.8
St. Johns	3,701	19.1	3,440	16.0	3,217	14.2
Winton	2,798	14.5	2,840	13.2	2,819	12.3
Total	19,352	100.0	21,453	100.0	22,718	100.0

Source: U.S. Bureau of the Census

Consequently, these two areas should receive a large majority of the attention and efforts concerning physical development. However, any specific recommendations concerning each are out of the realm of this study.

CHAPTER TWO

CURRENT POPULATION

Introduction

In the preceding section, the past trends influencing the Hertford County population are analyzed briefly. This section involves the current population, including social characteristics such as education and personal income.

The major portion of data used in this section is from the 1960 U.S. Census of Population. Although the census data is six years old, in many instances it is the latest available.

DISTRIBUTION

Prior to analyzing the 1966 population, a brief summary of the 1960 population characteristics is in order. The total 1960 county population was composed of 13,400 nonwhites and 9,318 whites. The distribution among the minor civil divisions is shown in Chart 2. Over two-thirds (15,492) of these people were classified as rural while the remaining 7,226 were urban residents. Only two communities in the county, Ahoskie and Murfreesboro, meet the necessary census qualifications for an urban place.¹ Although the towns of Winton and Harrellsville are incorporated, neither meets the qualifications.

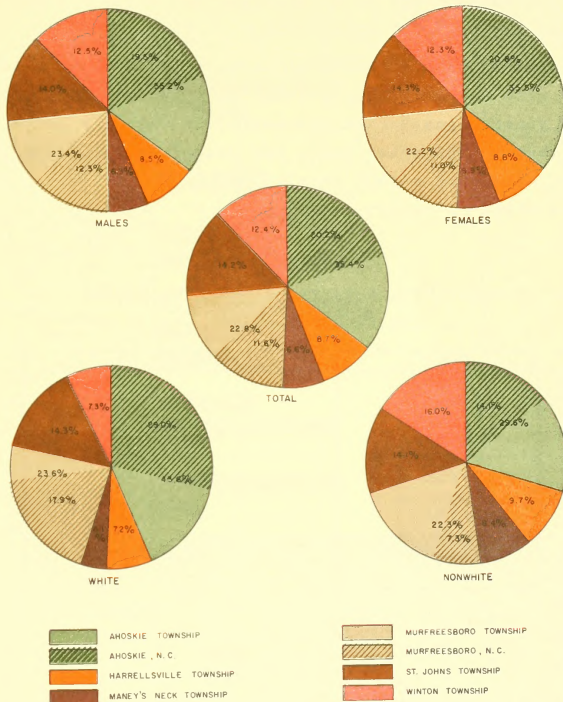
A further look at the rural population reveals that it is composed of 8,625 nonfarm and 6,867 farm residents.² The urban

¹An urban place must have at least 2,500 residents.

²The 1960 census defines farm population as "...all persons living in rural territory on places of less than 10 acres yielding agricultural products which sold for \$250 or more in the previous year, or on places of 10 acres or more yielding agricultural products which sold for \$50 or more in the previous year."

CHART-2
**DISTRIBUTION OF POPULATION
 BY MINOR CIVIL DIVISIONS**

HERTFORD COUNTY, N. C. ————— 1960



SOURCE: U. S. BUREAU OF THE CENSUS

rural farm, and rural nonfarm populations for each township are shown in Chart 3. Only two townships, Harrellsville and St. Johns, still have essentially a farm population. At this point it may be pertinent to restate that the farm population decline should be interpreted, not as a decline in farm activity, but as a reflection of the rapid advancement in farm technology which has greatly increased the productivity of each farm worker.

In terms of population density, Hertford County compares favorably with the surrounding counties (See Table 5). Hertford has a far greater population concentration than its neighboring counties, but on the other hand, the county is not as well off as the state, which had a 1960 population density of 92.9 persons per square mile.

TABLE 5
POPULATION DENSITY OF HERTFORD COUNTY
AND SELECTED AREAS, 1960

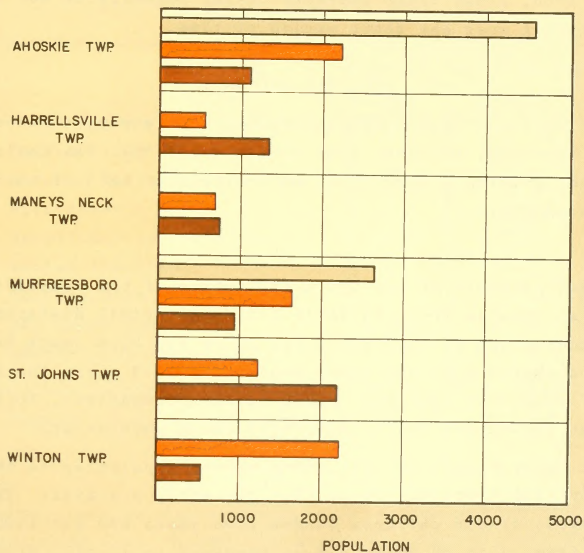
COUNTY	PERSONS/SQ. MILE
Chowan	65.2
Hertford	63.8
Northampton	49.7
Bertie	35.1
Gates	27.0

Source: U.S. Bureau of the Census

POPULATION 1966

Throughout the 1950's the major population movement in North Carolina was from the farms to urban areas. However, since 1960 the flood of people leaving the state has dwindled to a trickle, primarily due to the addition of new industries. The new firms and the expansion of old firms have provided some addi-

CHART-3
POPULATION BY TOWNSHIP
 HERTFORD COUNTY
 1960



SOURCE: U.S. BUREAU OF THE CENSUS

tional employment opportunities, although not completely satisfying employment demands. Based on an assumption that the out-migration has continued to decrease since 1960, the 1966 Hertford County population would be approximately 23,300 persons, an increase of 2.6 percent over 1960's count of 22,718. The population characteristics, i.e., age, sex, and race distribution should be similar to that of 1960, since these characteristics normally do not change substantially over any short period of time.

AGE, SEX AND RACE

The Hertford County population has been analyzed and evaluated by age, sex, and race (See Charts 4 and 5). The following paragraphs provide a more detailed analysis of each of these characteristics.

Age

A good measure of the age distribution of the population is the median age, as shown in Table 6 by minor civil divisions.¹ The county median age of 21.8 years for males and 23.4 years for females compares with the state medians of 24.3 years for males and 26.7 years for females. Based on this comparison, it is evident that the county has a relatively young population.

The major reason for the young county population is the unusually high fertility ratio that presently prevails. The county ratio of 556 children (under five years old per 1,000 females from 15 to 49 years old as compared to a ratio of 448 for the state) may create an undesirable situation from an economic point of view, viz. very low per capita incomes. These

¹The median age divides the population in half. In other words, half the population is older than (or equal in age to) the median and half the population is younger than (or equal in age to) the median.

extraordinarily large families with small family incomes are evident when observing housing conditions in the county (See Land Potential Study, Hertford County).

TABLE 6
MEDIAN AGE OF THE POPULATION BY MINOR
CIVIL DIVISIONS, HERTFORD CO., 1960

	MEDIAN AGE	
	MALE	FEMALE
Ahoskie Town	27.6	30.1
Ahoskie Township	24.9	26.9
Murfreesboro Town	21.7	24.6
Harrellsville Township	21.6	23.7
Winton Township	21.6	22.1
Murfreesboro Township	19.9	20.8
St. Johns Township	20.2	20.7
Maneys Neck Township	20.7	19.2

Source: U.S. Census of Population, 1960

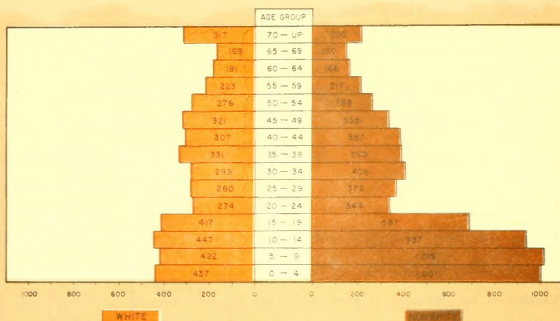
Sex

Another interesting characteristic of the population is its distribution by sex. Today, the prevalent distribution throughout the United States is more females than males. Hertford County is similar. In 1960, there were 11,135 males and 11,583 females. As shown in Charts 4 and 5, the various age groups also have almost equal percentages of males and females.

Race

The final population characteristic deserving consideration is the racial distribution. Today, approximately 59 percent of the county population is nonwhite and 41 percent white. Approximately one-half of the nonwhites are under 20 years of age. How-

CHART-4
FEMALE POPULATION BY
AGE GROUP AND RACE
HERTFORD COUNTY, N. C. — 1960



SOURCE: U. S. BUREAU OF THE CENSUS

CHART-5
MALE POPULATION BY
AGE GROUP AND RACE
HERTFORD COUNTY, N. C. — 1960



SOURCE: U. S. BUREAU OF THE CENSUS

ever, above the age of 20, there is very little difference in the distribution of whites and nonwhites by age groups. The large number of nonwhites under 20 years of age without a correspondingly large number over 20 years of age can be attributed to the unusually high fertility ratio for nonwhites, and the fact that large numbers of young adult nonwhites leave the county.

In summary, Hertford County has a relatively young population composed of a smaller percentage of males than females. The population consists of 59 percent nonwhites and 41 percent whites. The major economic consideration is a lack of economic opportunity for many and a high degree of financial burden for others. In other words, the county has a large dependent population, mostly young people, that must be supported by a relatively small working population. In fact, almost 55 percent of the 1960 population was either under 20 years of age or over 64 years of age. This large percentage of dependent people combined with the low median family income in Hertford County poses financial hardships for many of the citizens as well as the county. Various tools to offset these problems will be forthcoming in later sections.

EDUCATION

One of the most vital factors for economic growth and development of any region is the educational opportunity and attainment of its population. During the past decade, the demand for unskilled labor has decreased rapidly, and conversely, the demand for skilled labor has increased. Most employers are seeking individuals with at least a high school education and in many cases special training. In an era when man's knowledge is increasing at a tremendous rate, Hertford County is in danger of being left behind because of a lack of adequate education and training facilities and capabilities. This was emphatically pointed out by local industrial leaders who listed the lack of skilled labor as the county's main disadvantage in attracting industry.

The following table gives, for selected areas, the median school years completed for persons 25 years old and over, and the percent of persons 25 years old and over who have completed eight years or less of formal schooling.

TABLE 7
MEDIAN SCHOOL YEAR COMPLETED BY PERSONS 25 YEARS OLD
AND OVER BY SELECTED AREAS IN 1960

AREA	MEDIAN SCH. YR. COMPL. BY PERSONS 25 YR. & UP		% WITH 8 YRS. OR LESS	
	Total	Nonwhite	Total	Nonwhite
United States	10.6	8.2	40	60
N. C. Urban	10.4	7.6	42	64
North Carolina	8.9	7.0	51	71
Hertford County	8.1	6.6	57	74

Source: U.S. Bureau of the Census

As is pointed out in Table 7, Hertford County compares unfavorably with the state in the educational attainment of its people; but more appalling, this relationship occurs in a state which ranks well below the national median. However, in all fairness to the people of Hertford County, one reason for the low median school years completed is that many of the young people who finish high school, and especially those who finish college, are among those who leave the county. If this group were to remain in the county, the median school years completed would be higher. Another fact worthy of note is that there is a wide interval between the educational attainment of the total population and the attainment of the nonwhite population. Since almost 52 percent of the population over 25 years old is nonwhite (See Table 7) and because the nonwhite median school years completed is much lower than the total median, the white population

25 years old and over has a median greater than the total median. Using the same measure of median school years completed, the towns of Ahoskie and Murfreesboro rate much better with 10.4 and 10.5, respectively, for the median school years completed (total population 25 years old and over). This is a respectable figure and speaks well for the white's educational attainment in the urban communities. However, the urban nonwhites are no better off in this respect than the other nonwhites in the county. The non-white median school years completed for Ahoskie was 6.4 and for Murfreesboro, 6.8.

The enrollment in Hertford County public schools for the 1963-64 school year reveals one of the county's major educational problems. The total elementary school enrollment was 5,052 students. However, the total high school enrollment was only 1,712 students.¹ Assuming the elementary school enrollment is nearly equal for each grade, over 2,000 students should have graduated to the four high school grades. Eventually, a large portion of the nonwhite students drop out prior to high school which, in turn, poses many immediate and future problems for the county.

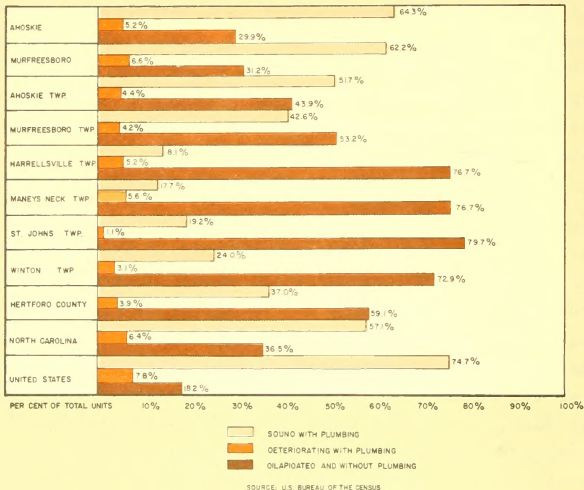
HOUSING

This report is not designed to give a detailed description of housing in Hertford County. However, a brief description of housing conditions will help the reader gain an accurate picture of many of the social problems that prevail. The housing units are classified in the following manner:

1. Sound and with all plumbing facilities.
2. Deteriorating and with all plumbing facilities.
3. Dilapidated or lacking one or more plumbing facilities.

¹Virginia Electric & Power Company, Hertford County Economic Study, 1964.

CHART-6
HOUSING CONDITIONS
HERTFORD COUNTY
1980



For simplicity the three housing classifications are written as sound, deteriorating, and dilapidated. In this respect, as in many, North Carolina is far behind the nation in the quality of housing, and Hertford County is even farther behind the state. (See Chart 6). The only respectable percentage of sound housing is found in the towns of Ahoskie and Murfreesboro, each with over 60 percent of the housing classified as sound.

The familiar picture continues. Of the deteriorating and dilapidated dwelling units in Hertford County in 1960, 67.5 percent were occupied by nonwhites. This is logical, considering the fact that average nonwhite income is much lower than average white income. A detailed housing study can be found in the Land Potential Study for the county.

INCOME

A third social characteristic of major importance deserving consideration is the personal income of the population. The overall distribution and general level of personal income are excellent measures of the purchasing power of the people. Personal income distribution also reveals the extent to which the local area shares in the prosperity of the state and nation.¹

Income Distribution

The overall distributions of personal income in Hertford County, North Carolina, and the United States are compared in Table 8. Almost 40 percent of all families in the county earn less than \$2,000 per year, compared to 24 percent at the state level and 13 percent for the United States. Only 4.3 percent earn \$10,000 or more per year, compared to 7 percent for North Carolina and 15.1 percent for the United States. This clearly indicates that under present conditions, the income earning capabilities in Hertford County are low. However, this may be cor-

¹Personal income is the portion of national income that is paid out to individuals, and personal income distribution refers to how this income is distributed among the people. The measures of income distribution used in this text are mean and median family income and per capita income. Mean family income is derived by dividing the total number of families into the total family income; half of the families have an income which is less than or equal to the median family income, and half of the families have an income greater than or equal to the median. Per capita income is derived by dividing the total population into the total personal income.

TABLE 8
1959 INCOME DISTRIBUTION

Area	Percent of Families With Annual Income Of:													
	Less Than \$1000	\$1000 To \$1,999	\$2000 To \$2,999	\$3000 To \$3,999	\$4000 To \$4,999	\$5000 To \$5,999	\$6000 To \$6,999	\$7000 To \$7,999	\$8000 To \$8,999	\$9000 To \$9,999	\$10000 To \$14,999	\$15000 To \$24,999	\$25000 & Over	
United States	13.1		8.3	9.5	11.0	12.3	10.7	20.1				15.1		
North Carolina	11.6	12.3	13.2	13.4	11.8	10.3	8.0	12.3				4.7	2.3	
Hertford County	20.9	17.8	15.7	12.9	8.6	6.5	6.2	3.3	2.1	1.7	2.7	0.7	0.9	

SOURCE: U.S. Bureau of the Census

rected and increased for the majority through the development of new skills and better job opportunities. These are discussed at greater length in later sections.

Mean family income, median family income, and per capita income, also, can be used to further substantiate the statement that personal income in Hertford County is relatively low. The median family income should be considered the most important of the three income measures because it reflects the income level of the majority of the people more accurately. Each of the three income measures is much lower for Hertford County than for the United States or for North Carolina (See Table 9), and only a few of the townships compare favorably with either the state or the nation. Specifically, Ahoskie and Murfreesboro do have income distributions comparable to the state, however, the remaining communities do not. The only possible exception is Maneys Neck. Although Maneys Neck Township has an entirely rural population, over half of which is classified as farm population, it has the highest mean family income of the six townships, the second highest per capita income, and the third highest median family income. One reason for this is the townships proximity to the town of Murfreesboro. Evidently, many people who work in Murfreesboro live in the southwestern section of Maneys Neck Township.

Chart 7 is a graphic presentation of the income distribution. It illustrates each township's percentage of the total number of

TABLE 9
1959 INCOME MEASURES

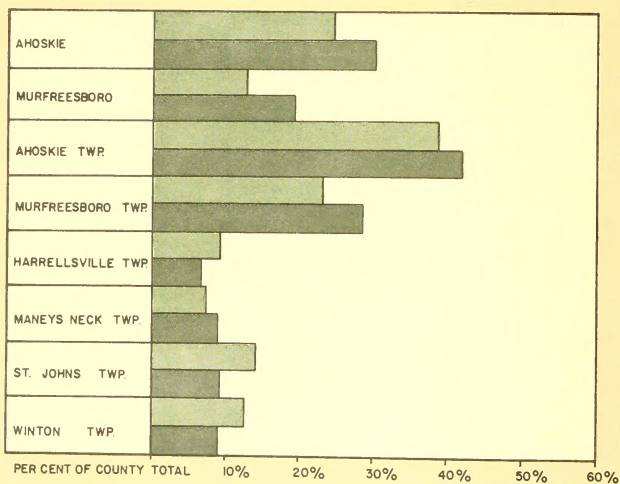
	Mean Family Income	Median Family Income	Per Capita Income
Total Population			
United States	\$6636	\$5600	\$1853
North Carolina	4838	3956	1260
Hertford County	3763	2714	853
Ahoskie Township	4131	3275	1026
Harrellsville Township	2496	1788	583
Maneys Neck Township	4725	2827	1025
Murfreesboro Township	4696	3189	995
St. Johns Township	2379	1746	501
Winton Township	2912	2256	621
Ahoskie Town	4790	3846	1253
Murfreesboro Town	5836	4288	1325
-----	-----	-----	-----
Nonwhite Population			
North Carolina	2477	1992	543
Hertford County	2398	1809	475
Ahoskie Township	2402	1823	484
Harrellsville Township	1586	1311	313
Maneys Neck Township	2879	2146	495
Murfreesboro Township	2895	2356	597
St. Johns Township	1787	1139	325
Winton Township	2433	1762	508
Ahoskie Town	2454	2095	513
Murfreesboro Town	3114	2457	729

Source: U.S. Bureau of the Census

CHART 7

DISTRIBUTION OF FAMILIES AND FAMILY INCOME

HERTFORD COUNTY
1959



PER CENT OF FAMILIES
PER CENT OF FAMILY INCOME

SOURCE: U.S. BUREAU OF THE CENSUS

families in the county, compared to the township's percentage of the total family income in the county. The Townships of Ahoskie, Murfreesboro, and Maney's Neck have greater percentages of family income than their percentages of total families. This, of course, is an indication that the income earning power in the county is becoming concentrated around the urban areas.

Nonwhite Income

Due to the large difference between total income and non-white income, it may be desirable to briefly consider nonwhite income separately. Essentially, the nonwhite population of Hertford County has a lower median family income than the average for nonwhites in the state. However, the difference between these two medians is less than \$200 with two townships, Murfreesboro and Maney's Neck, having nonwhite median family incomes greater than the state's. Although the county and the state have a similar nonwhite median family income, one half of the nonwhites in the county have an annual family income of less than \$2,000. The income level would appear smaller if the average number of children per family was taken into consideration. The county has an average nonwhite population per household of 4.87 persons, resulting in a very low per capita income. Harrellsville Township, with a nonwhite per capita income of \$313 per year, has a large number of residents existing on almost no income.

Summary

Although it remains far behind that of the state and nation, personal income in the county is increasing. According to estimates prepared by the North Carolina Department of Tax Research, personal income in Hertford County has increased rapidly since 1959. For example, the 1960 census listed Hertford County with a total personal income, for 1959, of \$19,382,184 and a per capita income of \$853. The Department of Tax Research has estimated that in 1962 Hertford County had a total personal income of \$28,652,000 and a per capita income of \$1,232. This is an increase in total

money income of almost 48 percent and an increase in per capita money income of almost 45 percent. However, purchasing power, a major stimulus for economic growth, did not increase by the same amount. Real personal income increased to approximately \$27.2 million, an increase of approximately 40 percent. On the other hand, this is still a substantial amount which shows that the county is progressing toward a higher standard of living.

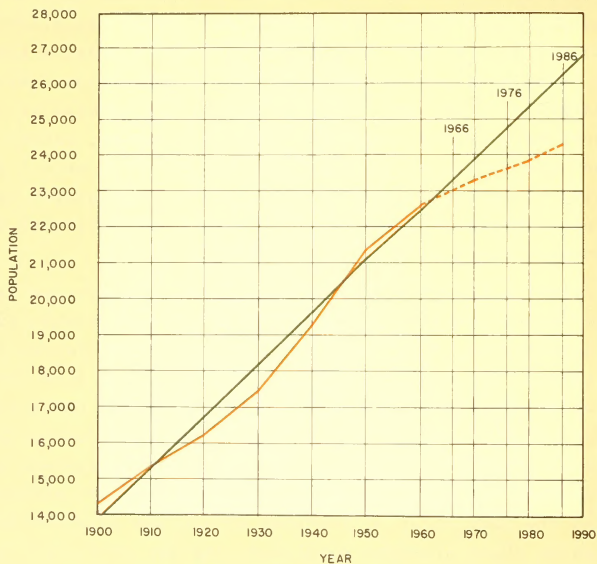
CHAPTER THREE

FUTURE POPULATION

Before continuing, several terms need clarification. One such term is "population projection" which too often is misinterpreted, specifically in regard to its validity. A population projection is only as valid as the assumptions upon which it is based. A projection based upon past trends certainly is not valid if, at the time when the projection is made, a new plant is being established that will double employment. Neither is a projection valid, which was founded on the premise of a new plant locating in the future. At best, for a small, sparsely populated area, a projection should be construed as only a guide designating the general direction and magnitude of growth expected. It certainly should not be considered a prediction of what the exact population will be at a future date.

In Hertford County the population has been projected into the future based upon a careful evaluation of past trends and present conditions. Chart 8 shows the expected population for various years. The heavy line indicates the growth from 1900 to 1960 which almost follows a straight line growth trend over the entire period. The growth from 1900 to 1960 occurred during all types of economic conditions, e.g., wars, depressions, recessions, business booms, and a fluctuating agricultural economy. Of course, the population of Hertford County was substantially influenced by these economic conditions and has continued to grow in essentially the same manner over the entire period. In all probability, unless there is a tremendous influx or exodus of industry, the county population will continue to grow along the same gradual trend line (See Chart 8). The thin line on the chart is only a statistical trend line and is a straight line projection. Based on this expected growth, Hertford County should plan for approximately 24,800 people by 1976 and about 26,200 people by 1986. The percentage of increase in each period would be approximately 6.2 percent and 5.8 percent, respectively.

CHART - 8
POPULATION AND PROJECTION
HERTFORD COUNTY
1900 - 1986



----- HAMILTON AND PERRY'S PROJECTION
—— 1900 - 1960 POPULATION
—— LEAST - SQUARES PROJECTION

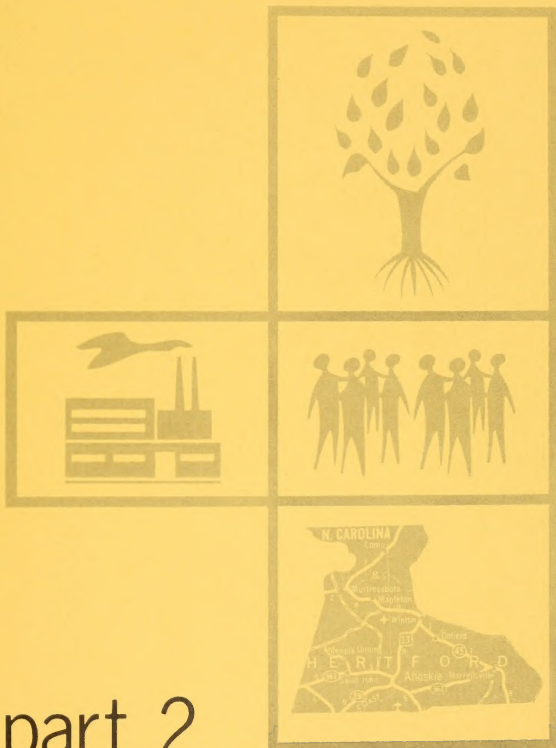
SOURCE: U.S. BUREAU OF THE CENSUS

The dotted line on Chart 8 represents the population projection of Dr. Horace Hamilton of North Carolina State University and Josef H. Perry of the Division of Community Planning.¹ It was based on factors influencing growth during the 1950's and represents a lower rate of increase than the other projection. It is included here only as a probable lower limit for the expected population increase.

Within the county, no attempt has been made to project the populations of the various minor civil divisions. However, by considering present trends, the general direction of population change within each township can be established. Probably the most significant of these trends is the declining rural farm population and the corresponding movement toward urbanization. Today, Hertford County still has a substantial amount of rural population associated with agriculture. Consequently, as agricultural employment continues to decline, the population of rural areas should also decline. The Townships - Manes Neck, St. Johns, Harrellsville, and Winton - that traditionally have lost population should continue to lose people. The exception may be Winton Township because the county seat is situated there. In all probability it also should lose some population but not as rapidly as Manes Neck, St. Johns, and Harrellsville.

Practically all of the population increase in Hertford County should occur in the Murfreesboro and Ahoskie Townships. This expected growth should result from agricultural workers turning to these two communities for employment. In this case, the economic strength of these nonagricultural communities may provide the key for continued population growth in Hertford County.

¹Dr. C. Horace Hamilton and Josef H. Perry, 1980 Population Projections for North Carolina Counties, Raleigh, 1963.



part 2

ECONOMIC PROFILE

INTRODUCTION

From the time that it was first settled by white men, Hertford County, basically, has had an agrarian economy. However, in addition to agriculture, the early inhabitants of the county could boast of commercial fisheries, sawmills, and cotton mills. Quite naturally, each of these industries was closely related to the local natural resources. Today, cotton mills and commercial fisheries are no longer important but instead, sawmills and the timber industry are the dominant aspect of the local economic picture. In fact, the present Hertford County economy is probably more diversified than it has ever been before. The diversification, as in so many other places, can be attributed to the advances in technology and the industrial expansion that the U.S. is experiencing.

Generally, the purpose of this section of the Economic Development Study is to analyze the strengths and weaknesses of the local economy. Specifically, the county's economy in relation to its regional environment is examined, the human and physical resources available for development are evaluated, and the employment patterns are identified. Considerable attention is given to present economic activity.

Based upon the information derived from the preceding analysis various objectives are established. Also, a program is formulated in order to maximize the opportunities for economic growth and development for Hertford County.

CHAPTER FOUR

REGIONAL ECONOMIC SETTING AND PHYSICAL RESOURCES

GEOGRAPHY OF REGION

Hertford County lies in the Northern Coastal Plain of North Carolina. The eastern part of the Coastal Plain is a smooth area known as the Flatwoods. Scarcely any of the land in this area is more than 50 feet above sea level, with much of it less than 20 feet above sea level.¹ In the other section of the Northern Coastal Plain, or more specifically the Inner Coastal Plain, the area lies at higher elevations with more pronounced relief and fewer poorly drained areas. This is not the case in the eastern part. Generally, Hertford County lies adjacent to the imaginary boundary of these two sections. Also, the entire region, with its rich soils and abundant resources, is considered to be essentially a prime agricultural area.

FORESTRY

Today, the outstanding natural resource is the forest lands, toward which much of the region's industry is oriented. The present amount of forest coverage is shown in Table 10. Over 65 percent of the land in the Northern Coastal Plain is in commercial forests. Of this figure 71 percent (45 percent of the total land) is owned by private individuals or organizations who are not associated with the forest industry. Many of these people own small parcels of forest land of insufficient size to have any economic potential. This, in turn, has caused a less than optimum utilization of forest resources in the region. The same situation prevails within Hertford County.

¹1963 Forest Survey, Southeastern Forest Experiment Station, U.S. Forest Service.

TABLE 10
LAND USE AND COMMERCIAL FOREST OWNERSHIPS
IN THE NORTHERN COASTAL PLAIN OF NORTH CAROLINA

Land Use	Acres	Percent
TOTAL	6,780,000	100.0
Commercial Forests	4,302,000	63.4
Publicly Owned	173,000	2.5
Forest Industry	1,062,000	15.7
Other Private	3,067,000	45.2
Other Forests	39,000	0.6
Nonforest	2,439,000	36.0

Source: Preliminary Forest Survey Statistics,
1963, Southeastern Forest Experiment
Station.¹

Of the total land area in Hertford County, 149.4 thousand acres (65.6 percent) were classified as commercial forest land in 1963.² As shown in Table 11, almost 81 percent of commercial forests in the county are owned by farmers and miscellaneous private individuals. The fact that farmers in the county sold only \$61,000³ worth of forestry products is indicative that the 97.5 thousand acres of commercial forest land privately owned was not very productive. If properly managed, these forest lands could provide an additional source of income for the owners.

¹Kenneth B. Pomeroy and James Yoho, North Carolina Lands, American Forestry Association, pp. 4-5, 1964.

²1963 Forest Survey, Southeastern Forest Experiment Station, U.S. Forest Service.

³U.S. Census of Agriculture, 1964 (Preliminary Report) U.S. Bureau of the Census.

TABLE 11
COMMERCIAL FOREST LAND BY
OWNERSHIP CLASS, HERTFORD COUNTY, 1963

Ownership Class	Acres	Percent
Forest Industry	28,900	19.3
Pulp and Paper	28,600	--
Miscellaneous	300	--
Farmers	97,500	65.3
Miscellaneous Private	22,900	15.3
Public	100	less than 1
TOTAL	149,400	100

Source: 1963 Forest Survey, U.S. Forest Service

TRANSPORTATION

The types and quantity of transportation available in an area are very important to an area's economy. If a specific area is not well linked with the outside world, it cannot expect to develop a strong economic base.

Hertford County is in an advantageous location in this respect. Today, the county is served by U.S. Highways 13, 158, and 258, plus North Carolina Highways 45, 401, and 561. Approximately 30 miles west of the county, U.S. Highway 158 crosses Interstate Highway 95, the most direct route to the major population centers of the northeast and southeast.

The relationship of the county to the highway network is definitely a plus. In addition, the rail system also offers numerous advantages. The area is served by two major lines, the Atlantic Coast Line Railroad and the Seaboard Air Line Railroad. The Atlantic Coast Line runs through Hertford County and crosses almost all of the major highways in the county. Seven miles west

of Murfreesboro, near the western border, U.S. 158 crosses the Seaboard Air Line. These two railroads join an interconnected system that reaches many major markets over the country. Today, local service by each line includes two freight trains daily. This excludes passenger service. The service would be altered, of course, if warranted by any changes in demand.

Before the coming of the railroad and the automobile, water transportation played the most important role in the county's economy. The Chowan River was once a major means of transportation, but today its cargo is limited to an occasional pulpwood or oil barge. Although rail and highway must be considered more important, water transportation could play a significant role in the future economy of the county and the surrounding area. Essentially, this depends to a great degree upon proper utilization of the resource by any potential industrial user. A combination of rail and highway transportation to the port of Norfolk, Virginia linking Hertford County to overseas markets is desirable. Both U.S. Highway 13 and the Atlantic Coast Line Railroad connect the county to the port, which is less than 70 miles from Ahoskie by rail or truck. With this transportation network, Hertford County could attract any industry desiring proximity to the highly developed Norfolk area, in addition to extensive acreage at low cost.

In an age when travel time is becoming more and more expensive to business leaders, some type of air transportation located within a few miles of one's business is desirable. The nearest commercial airports are at Rocky Mount (55 miles); Elizabeth City (65 miles); and Norfolk, Virginia (65 miles). Each of these three fields provides regularly scheduled daily freight and passenger services. Local service for smaller planes is provided by a recently completed 149 acre airport near Ahoskie. This field, with a paved 3600' runway and a 1200' approach at each end, serves Hertford, Northampton, and Bertie Counties.

PROXIMITY TO MARKETS

Within a radius of 500 miles from Hertford County, lies a tremendous potential market for almost any type of product. This radius extends north to Providence, Rhode Island; west to Louisville, Kentucky; and south to Jacksonville, Florida. Any of these major urban areas can be reached by truck or rail in a reasonably short time from Hertford County. Major markets within 100 miles of the county include Richmond and Norfolk, Virginia and the Research Triangle area in North Carolina. As was previously mentioned Norfolk, Virginia provides Hertford County with a convenient outlet to major world markets.

Markets for New Products

Hertford County is within reasonable range of half of the population of the United States. This large population (over 90,000,000 people) provides an excellent market for food products from Hertford County. Within this area, food production and processing, lies Hertford County's greatest potential for exploiting existing markets which either have been overlooked or only partially developed.

As revealed in the Hertford County Land Potential Study, the soils in the county are suitable for growing vegetable crops. Also, as revealed in Chapter 6 of this study, the county has good potential as a livestock producing area. These products can be shipped fresh to urban markets in refrigerated trucks or railroad cars. However, due to fluctuations in price, there is a great deal of risk involved in producing either of these commodities for the fresh markets.

One method whereby much of the risk can be eliminated is production of these products on a contract basis through establishment of one or more new food processing plants. This would lead to increased employment and personal income in the county. These plants could provide year-round employment by processing several products, and products from all of the counties in the

area could be processed. Therefore, the plant or plants can be assured of an adequate supply of raw materials. Also, there is every indication that the market for these products - canned, frozen, or fresh - will continue to expand.

REGIONAL ECONOMIC STRENGTH

The Northern Coastal Plain of North Carolina is essentially agrarian. Until recently, manufacturing has played only a minor role in the region's economy, while at the same time the adjacent Piedmont area attracted most of the state's industrial firms. Several detrimental factors have helped perpetuate the lack of growth. Educational attainment and income levels have generally been low in the region, and in turn unemployment rates have been high. However, many people agree that the region is showing signs of growth and has the potential for strong manufacturing development. This fact has been reflected, in part, by current statistical information. In the counties of the Northern Coastal Plain, insured employment covered by the Employment Security Commission of North Carolina increased from 70,875 people in 1961 to 85,714 people in 1965, an increase of 21 percent over 1961.¹

Although the region has higher than average unemployment rates, it lacks a large surplus of skilled labor. Most of the unemployed are agrarian in nature and are not qualified for any type of manufacturing employment requiring skills.

The future population growth should be concentrated around the cities and towns already in existence. On the other hand, future industrialization should not seriously alter the rural nature of the region.

¹Employment Security Commission of N.C., North Carolina Insured Employment and Wage Payments, 1961 and 1965.

AVAILABILITY OF FINANCING

Generally, the potential for development of many types of economic activities is limited by the availability of financing. For new or expanding economic activities in Hertford County, financial assistance may be obtained from two types of sources - private lending organizations and government agencies.

Private Lending Organizations

The majority of financing available from private groups in the county is from banks and savings and loan associations. Other financing might be available from individuals or groups of individuals who would be willing to pool their resources in order to finance a sound business venture. (An example of this type of financing is an industrial development corporation).

The major private lending organizations in the county include the following:

1. Bank of Ahoskie, Ahoskie, N. C.
2. Planters National Bank & Trust Co., Ahoskie, N. C.
3. Hertford County Savings & Loan Assoc., Ahoskie, N. C.
4. Bank of Harrellsville, Harrellsville, N. C.
5. Farmers Bank of Murfreesboro, Murfreesboro, N. C.
6. Tarheel Bank and Trust Co., Winton, N. C.

In April, 1964, these six institutions had total combined assets of over \$73 million. In addition to the institutions listed above, the Federal Land Bank Association and the Roanoke Production Credit Association make loans for agricultural use. Any industry needing a loan of such magnitude that it cannot be provided by a local bank could solicit the backing of one of the major banking chains in the state.

Government Agencies

Various federal agencies provide financial assistance for publicly sponsored projects. However, the major sources of governmental financing for private businesses or individuals are

the Small Business Administration and the Farmers Home Administration. Long-term loans at low interest rates are provided by each of these two agencies. However, the loans are limited generally to small business and family farms. The major loan programs of each agency are listed below.¹

1. The Small Business Administration provides the following general types of loans:

- A. Special low-interest loans which are available to small businesses that have been physically displaced by federally aided construction programs.
- B. Financial assistance, licensing, and regulation of privately organized and operated Small Business Investment Companies in order to make long-term capital available to small business.
- C. Loans and management assistance to small businesses in communities where Small Business Development Centers are in operation. The maximum amount of these loans is \$29,000 with maximum maturity of 15 years.
- D. Loans to state and local development companies to enable them to provide long-term loans and equity capital to small businesses located in their areas. A local development company can borrow up to \$350,000 to assist any identifiable small business concern for up to 25 years.

2. The Farmers Home Administration provides the following general types of loans:

¹Office of Economic Opportunity, Catalog of Federal Programs for Individual and Community Improvement, (Washington, 1965).

- A. Farm ownership loans and technical management assistance to farmers and ranchers who are, or will become, operators of not larger than family farms. Loans are only made when adequate credit cannot be obtained from other sources at reasonable terms.
- B. Loans for recreation enterprises to farmers and ranchers who personally manage and operate not larger than family farms, so that they may supplement their income.
- C. Thirty year, 4 1/8 percent loans to cooperatives that furnish essential processing, purchasing, or marketing services, supplies, or facilities to low-income rural families.
- D. Direct loans to low-income farm and nonfarm rural families who need capital to improve their earnings but are unable to obtain credit elsewhere at reasonable rates and terms. The total amount loaned to any one family may not exceed \$2,500, and the maximum loan term is 15 years at 4 1/8 percent interest per annum on the unpaid balance. Loans will be accompanied by technical and management assistance.
- E. Operating loans and technical management assistance to operators of not larger than family farms to assist them in making adjustments and improvements in their farm and home operations.
- F. Farm operating and ownership loans used to buy or develop land for forestry purposes bear a special low interest rate of only three percent, and repayments may be deferred for periods up to 15 years.

The programs listed above include the major federal loans available of direct significance for expansion of economic activities. More detailed information concerning any of these programs may be obtained by contacting the Small Business Administration, Washington, D. C. 20416, or the Farmers Home Administration,

U.S. Department of Agriculture, Washington, D. C. 20250. Information and assistance may also be obtained from the Small Business Administration field offices or the local Farmers Home Administration Office.

INDUSTRIAL AND COMMERCIAL BUILDINGS AND SITES

A final consideration in terms of physical resources necessary for economic growth is the availability of industrial and commercial buildings and sites. In an area such as Hertford County where urban development is limited, land is not a scarce factor and, as such, its availability presents no great obstacle to industrial development. However, it is desirable for local development groups to be aware of the locations of the prime industrial sites. A total of fifteen sites have been selected in the county.¹ These sites were selected on the basis of appearance, availability, size and topography, accessibility of major routes of transportation, and the availability of utilities. Nine of the proposed sites are located near Ahoskie or Murfreesboro. The sites are described briefly below.

Industrial Site 1

Site 1 is located west of Murfreesboro between Lawrence Street and N.C. Route 1300, and north of and adjacent to U.S. Highways 158 and 258. The site includes approximately 27 acres of cleared to wooded level land. Available utilities include electricity and a two inch water main. The property is served by vehicular transportation.

Industrial Site 2

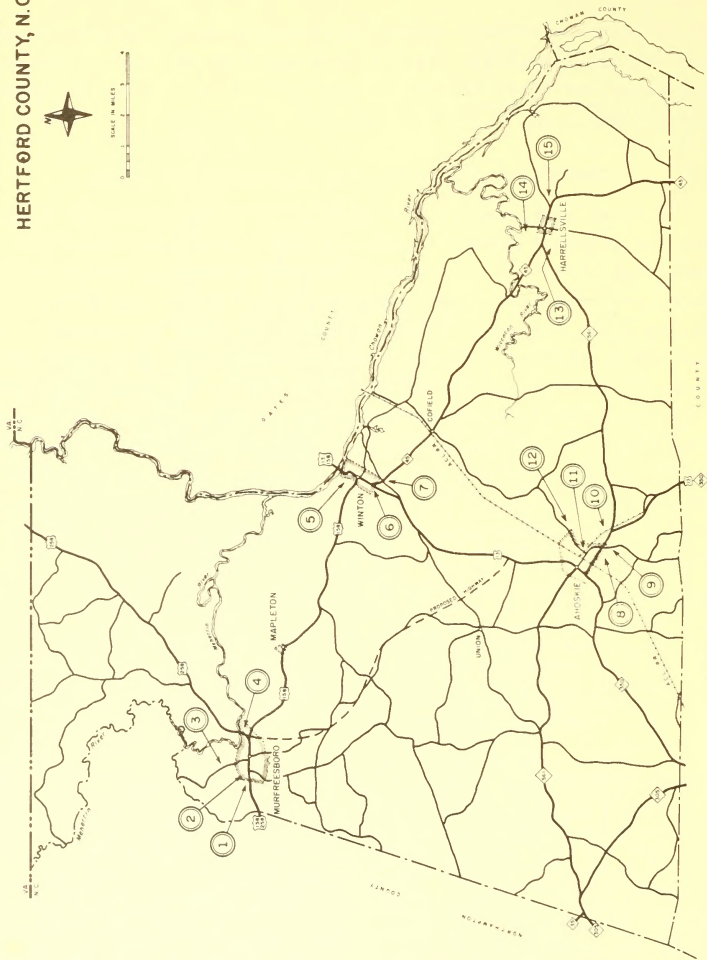
Site 2 is located in Murfreesboro north of and adjacent to Broad Street between Lawrence Street extended and West Street extended. The site includes approximately 20 acres of cleared level land. Available utilities include electricity and an eight inch water main. The property is served by vehicular transportation.

¹Virginia Electric and Power Company, Hertford County Economic Study, 1964. (For detailed information about each site consult this publication).

INDUSTRIAL SITES HERTFORD COUNTY, N. C.



SCALE IN MILES
0 1 2 3 4



Industrial Site 3

Site 3 is located 2400 feet north of the corporate limits of Murfreesboro, and east of and adjacent to Pine Street. The site includes approximately 28 acres of partially wooded level to gently rolling land. Electricity and a two inch water main are available. Transportation from the site is vehicular.

Industrial Site 4

Site 4 is located adjacent to the corporate limits of Murfreesboro, and north of and adjacent to River Street between U.S. Highway 258 and Camp Street. The site includes approximately five acres of partially cleared level land. Available utilities include electricity, a six inch water main, and a six inch sewer main. Again, transportation is vehicular.

Industrial Site 5

Site 5 is located northwest of and adjacent to the corporate limits of Winton and between U.S. Highway 158 and the Chowan River. The site includes approximately 144 acres of cleared to heavily wooded level land. Available utilities include electricity and a two inch water main. Transportation is vehicular.

Industrial Site 6

Site 6 is located south of and adjacent to the corporate limits of Winton and west of and adjacent to U.S. Highway 13. The site includes approximately 60 acres of partially cleared level land. Transportation is vehicular. Available utilities include electricity, a two inch water main, and an eight inch sewer main.

Industrial Site 7

Site 7 is located south of and adjacent to the intersection of N.C. Highway 45 and N.C. Route 1401 south of Winton. The site includes approximately ten acres of cleared level land. Available utilities include electricity, a six inch water main, and an eight inch sewer main. The latter two are approximately 1700 feet from the property. Transportation is vehicular.

Industrial Site 8

Site 8 is located south of and adjacent to the town limits of Ahoskie, and south of Memorial Drive between the tracks of the Atlantic Coast Line Railroad and N.C. Route 1101. The site includes approximately 60 acres of partially cleared level land. Electricity,

a two inch water main, and a 15 inch sewer main are available. Available transportation is vehicular. However, rail transportation could easily be made available.

Industrial Site 9

Site 9 is located south of and adjacent to the town limits of Ahoskie, west of and adjacent to N.C. Route 1101, and south of Memorial Drive. The site includes approximately 75 acres of partially cleared level land. Available utilities include electricity, a two inch water main, and a 15 inch sewer main. Transportation is vehicular.

Industrial Site 10

Site 10 is located 0.5 mile southeast of Ahoskie, and north of and adjacent to the intersection of the Atlantic Coast Line Railroad and N.C. Highway 561. The site includes approximately 135 acres of partially cleared level land. Rail and vehicular transportation is available. The only available utility is electricity.

Industrial Site 11

Site 11 is located in Ahoskie, east of and adjacent to Catherine Creek Road, and between East First Street and the tracks of the Atlantic Coast Line Railroad. The site includes approximately 13 acres of partially cleared level land. Available utilities include electricity, an eight inch water main, and a 12 inch sewer main. Vehicular and rail transportation is available.

Industrial Site 12

Site 12 is located east of the corporate limits of Ahoskie and south of N.C. Route 1415. An entrance road to the site is approximately 0.5 mile northeast of the town limits. The site includes approximately 41 acres of wooded level land. Available utilities include electricity, a two inch water main extending 500 feet east of the town limits on Catherine Creek Road, and an eight inch sewer main 150 feet east of Holloman Avenue on Catherine Creek Road. Available transportation is vehicular.

Industrial Site 13

Site 13 is located near Harrellsville, 1200 feet west of the intersection of N.C. Highway 45 and N.C. Highway 561, and south of and adjacent to N.C. Highway 561. The site includes approximately 22 acres of partially cleared level land. Transportation is vehicular and the only available utility is electricity.

Industrial Site 14

Site 14 is located approximately 0.3 mile north of Harrellsville and adjacent to the western side of N.C. Route 1433 and the southern side of the Wiccacon River. The site includes approximately 24 acres of partially cleared level land. Electricity is available and water may be obtained from the river. Vehicular and water transportation is available.

Industrial Site 15

Site 15 is located approximately 3000 feet east of Harrellsville and east of and adjacent to the intersection of N.C. Highway 45 and N.C. Route 1441. The site includes approximately 20 acres of cleared level land. Transportation is vehicular and electricity is the only available utility.

In addition to the industrial sites in the county, vacant buildings suitable for storage, retail or wholesale trade, or small manufacturing operations are sometimes available in the two urban areas. The local Chamber of Commerce or industrial development organization can provide information about specific buildings upon request.

In early May, 1967, a total of 22 such buildings were known to be vacant in Ahoskie. This group included five warehouses or storage buildings, five buildings suitable for small manufacturing operations, and twelve commercial buildings. At that time, vacant industrial and commercial buildings in Murfreesboro were limited to three small structures suitable for commercial use. No manufacturing or storage buildings were available.

CHAPTER FIVE

LABOR FORCE AND EMPLOYMENT

Introduction

The labor force and employment opportunities in the area may provide a key to the area's economic future. One can say generally, that any expected increase in population, income, and eventually, the standard of living, is dependent on an increase in employment. In other words, more jobs attract more people and increase income. Because of this, the employment aspect of the total economic picture must be closely observed and evaluated. In this section of the study, 1960 U.S. Census Data is used to provide a detailed picture of the Hertford County labor force. North Carolina Employment Security Commission data also is used to establish past trends in employment and unemployment. At this point it should be realized that there is a wide difference between the two types of data. Census information is obtained by a direct count, but most of the data provided by the Employment Security Commission is obtained through samples and statistical estimates. Only insured employment is obtained through a direct count by the Employment Security Commission. Also, this data cannot be compared directly to employment data obtained through the 1960 Census. This is mainly because the census data includes residents who work outside the county plus many workers who are not included in the unemployment insurance program of the Employment Security Commission. Regardless, both sources should be adequate to amply reflect employment trends in the county.¹

¹Census data is tabulated by place of residence, and, therefore, reflects employment of Hertford County residents rather than employment within the county.

When referring to employment in the text, the word is meant to imply the total picture. The following section involves one aspect of this picture, the labor force.

LABOR FORCE

Before proceeding, it may be pertinent to define exactly what is meant by the term, labor force. For Hertford County it includes all persons in the county who are 14 years of age or over and who are either employed or actively seeking employment. It is not a measure of the amount of time worked. For example, a person who works only 15 hours per week is classified as employed, in addition to those who work 40 hours or more.

One of the best ways of analyzing the labor force is by studying the county participation rate for people 14 years old and over. Essentially, this is a study of the percent of people who are employed or actively seeking employment. In 1960 Hertford County had a lower labor force participation rate than both North Carolina and the United States (See Table 12). The fact that Hertford County is primarily a rural area was one reason for this. The female participation rates for urban areas in the county are comparable to the state and nation, but the female rates for the rural townships are much lower than the state and national rates. In 1960, the labor force participation rate for nonwhites in Hertford County was nearly the same as the rate for the total county population.

Table 13 shows that nearly 56 percent of the people in Hertford County, 14 years of age or older and under 65 years of age in 1960 were not in the labor force, i.e., employed or actively seeking employment, and were not enrolled in school. Obviously, many of these people were housewives, but approximately 725 or 17.2 percent were males. This figure shows that local unemployment statistics may not necessarily represent the total number of people seeking jobs or in need of work. Many men are unemployed and cannot be considered part of the labor

TABLE 12
LABOR FORCE - TOTAL AND PARTICIPATION RATES BY SEX AND RACE, 1960

	Ahoskie Twp.	Hrlav. Twp.	Maneys Neck Twp.	Murf. Twp.	St. Johns Twp.	Winton Twp.	Ahoskie Town	Murf. Town	Hert. Co.	North Carolina	United States
Total Labor Force	2897	523	429	1730	966	745	1874	1033	7290	1,754,362	73,081,000
Participation Rate (%)	54.9	43.6	44.1	49.5	43.9	43.8	58.7	53.6	49.1	56.3	79.7
Male Labor Force	1854	398	327	1173	726	545	1129	677	5023	1,154,311	49,563,000
Participation Rate (%)	73.5	65.8	75.7	64.8	67.3	64.4	77.4	65.9	68.9	76.1	79.7
Female Labor Force	1043	125	102	557	240	200	1745	356	2267	600,051	23,518,000
Participation Rate (%)	37.9	20.8	18.9	33.1	21.4	23.4	42.9	39.6	30.0	37.5	36.1
Total Nonwhite Labor Force	1313	301	296	877	520	500	769	320	3807	382,213	Not Available
Participation Rate (%)	55.1	43.0	46.7	46.5	41.9	42.1	61.8	51.0	47.6	54.0	Not Available
Male Nonwhite Labor Force	803	227	238	570	385	344	425	185	2567	233,892	Not Available
Participation Rate (%)	72.9	63.8	82.1	62.3	61.5	61.9	76.2	640	66.8	69.4	Not Available
Female Nonwhite Labor Force	510	74	58	307	135	156	344	135	1240	148,321	Not Available
Participation Rate (%)	39.9	21.5	16.9	31.7	23.0	24.6	50.1	39.9	29.8	40.0	Not Available

Source: U.S. Bureau of the Census, 1960 Unpublished Census Data

force because they have failed to find satisfactory job opportunities. In many cases an individual becomes discouraged and no longer actively seeks employment. This situation is particularly true for those without a marketable skill. These conditions manifest two problems, one to do with the man's attitude and the other regarding a dire need for technical training and the availability of job opportunities. Hopefully, the corrective measures included in the text can be used to rectify both.

TABLE 13
PEOPLE 14 YEARS OLD OR OVER, IN HERTFORD COUNTY,
NOT IN THE LABOR FORCE IN 1960

	Number	Percent
TOTAL	7555	100.0
Inmate of institution	90	1.2
Enrolled in school	2041	27.0
Other, under 65	4221	55.9
Other, over 65	1203	15.9

Source: U.S. Bureau of the Census, 1960 unpublished census data.

EMPLOYMENT AND UNEMPLOYMENT TRENDS

An analysis of annual insured employment and unemployment should provide some help in establishing employment trends for Hertford County. In 1965, the county's total insured employment was 3,285 people, compared to an estimated total employment of 7,830 people. From this comparison it is evident that insured employment does not include all groups employed in the county. Workers not covered by unemployment insurance consist of unpaid family workers, workers in establishments with fewer than four employees, agricultural workers, domestic workers in private homes, governmental employees, employees of religious and charitable organizations, interstate railroad employees, and the self-employed.

Table 14 includes data on insured employment in Hertford County from 1956 through 1965. During the ten year period, insured employment increased by 771 persons. However, insured manufacturing employment increased irregularly after 1958 but increased by 258 workers between 1964 and 1965. In the second quarter of 1966, total insured employment in the county was 3,607 (an increase of 322 workers over the 1965 average) and insured manufacturing employment for the county was 1921 (an increase of 301 workers over the 1965 average).¹ These increases in insured employment are an indication of the county's industrializing character.

Although the ratio of insured unemployment is not a measure of total unemployment and should not be compared to the total unemployment rate, it can be used to show a relationship between county, state, and national unemployment trends. For example,

¹Employment Security Commission of N.C., "Insured Employment in North Carolina by Area and Selected Industry Group First Quarter 1966---Preliminary Data."

TABLE 14
ANNUAL AVERAGE EMPLOYMENT DATA*

Year	No. of Covered Units	Annual Average Insured			Ratio of Insured Unemployment		
		Employment	Manufacturing Employment	Unemployment	County	State	U.S.
1965	180	3,285	1,620	143	4.4	2.3	2.9
1964	173	2,900	1,362	173	6.0	3.2	3.7
1963	165	2,865	1,385	130	4.5	3.7	4.3
1962	165	2,782	1,350	115	4.1	3.7	4.3
1961	164	2,763	1,352	129	4.7	5.2	5.7
1960	169	2,699	1,354	112	4.1	4.2	4.7
1959	160	2,605	1,305	123	4.7	3.9	4.3
1958	160	2,451	1,215	192	7.8	6.2	6.6
1957	156	2,445	1,267	125	5.1	4.6	3.7
1956	160	2,514	1,323	110	4.4	3.7	3.1

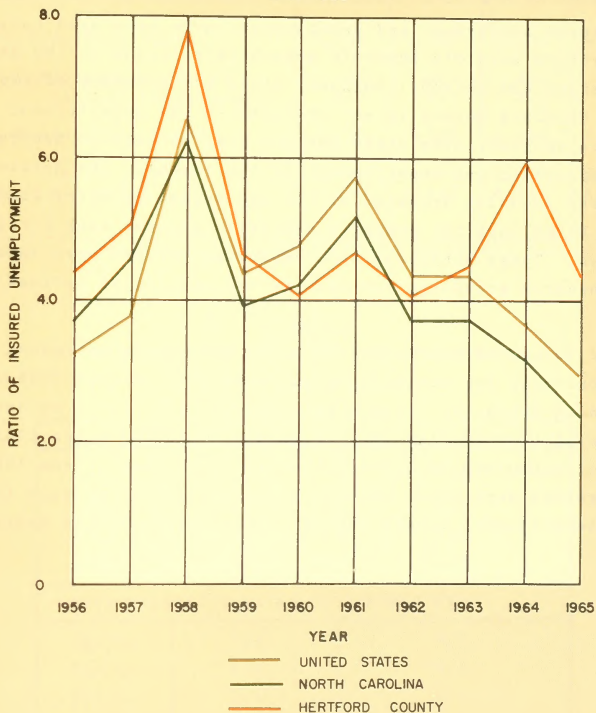
*Data represent establishments covered by ESC of N.C.

Source: Employment Security Commission of North Carolina

insured unemployment ratios for North Carolina and the nation have followed an almost identical trend since 1956. (See Chart 9). However, the ratio of insured unemployment in Hertford County has not followed the state and national trend. While the state and national ratios were decreasing from 1963 to 1964, the Hertford County ratio of insured unemployment increased from 4.5 to 6.0. While state and national economic conditions certainly do affect the unemployment rate in Hertford County, local economic conditions actually determine the county level of unemployment.

Another significant point concerning the ratio of insured unemployment is worth analyzing. Most people included in this group are experienced workers. Generally, in a period of economic stagnation or decline, experienced workers can find employment when inexperienced workers cannot, and in a period of economic

CHART-9
RATIO OF INSURED UNEMPLOYMENT
 1956-1965



SOURCE: E. S. C. OF N. C., BUREAU OF EMPLOYMENT SECURITY RESEARCH

prosperity, unemployment of experienced workers should be very low. If the area has a high ratio of insured unemployment, it is evident that adequate employment opportunities are not available in the area. Even if an area has a low ratio, job opportunities still may not be available for the majority.

Insured employment and unemployment have been used only to show Hertford County's economic growth in relation to the growth of the state and nation. However, since the majority of employment in Hertford County is not included in the unemployment insurance program, some other measure must be used to determine total employment and unemployment in the county. The Bureau of Employment Security Research of the Employment Security Commission of North Carolina prepares quarterly average work force estimates. These estimates have employment broken down into major industry groupings for each of the state's 88 defined labor areas.¹

The Bureau of Employment Security Research's estimates of employment data for Hertford County from 1962 through 1965 can be found in Table 15. From observing the table it is evident the size of the civilian work force has increased since 1962, and total unemployment has remained about the same since 1962. The increased work force without a corresponding increase in total unemployment, caused the rate of unemployment to decrease.

¹Includes all of the 100 counties in North Carolina. Some labor areas include more than one county, but the Ahoskie labor area is coterminous with Hertford County.

TABLE 15
WORK FORCE ESTIMATES, ANNUAL AVERAGE
1962-1964, HERTFORD COUNTY

Subject	1965	1964	1963	1962
Civilian Work Force	8,390	8,390	8,430	8,140
Unemployment, Total	560	670	600	560
Rate of Unemployment	6.7	8.0	7.1	6.9
Employment, Total	7,830	7,720	7,830	7,580
Manufacturing	1,640	1,380	1,400	1,370
All Other	6,190	6,340	6,430	6,210

Source: Bureau of Employment Security Research, E.S.C. of N.C.

TABLE 16
UNEMPLOYMENT RATES FOR HERTFORD COUNTY
AND NORTH CAROLINA

Year	Hertford Co.	North Carolina
1962	6.9	5.3
1963	7.1	5.1
1964	8.0	4.8
1965	6.7	4.2
1965 QUARTERLY RATES OF UNEMPLOYMENT		
1st Q.	7.4	4.5
2nd Q.	6.9	4.6
3rd Q.	7.1	4.1
4th Q.	5.5	3.5

Source: Employment Security Commission of N.C.

In Table 16, the Hertford County unemployment rate is compared with the unemployment rate for North Carolina. The low N.C. unemployment figure can be attributed to the United States having a rapid expansion in employment and gross national product and North Carolina sharing in the national growth through a record amount of industrial expansion. As a result, the rate of unemployment in the state decreased constantly from 1962-1965. However, the rate of unemployment for the county has remained relatively high. This occurred even though the county experienced some industrial immigration and industrial expansion. Although the high unemployment rate persists, employers in the county cannot find enough skilled labor to fill all available positions. Evidently part of the local unemployment is structural.¹ If a program of adult education and development of needed skills is introduced, the rate of unemployment could be reduced. Any such program should be oriented to develop skills for both the current and anticipated industrial needs of the county.

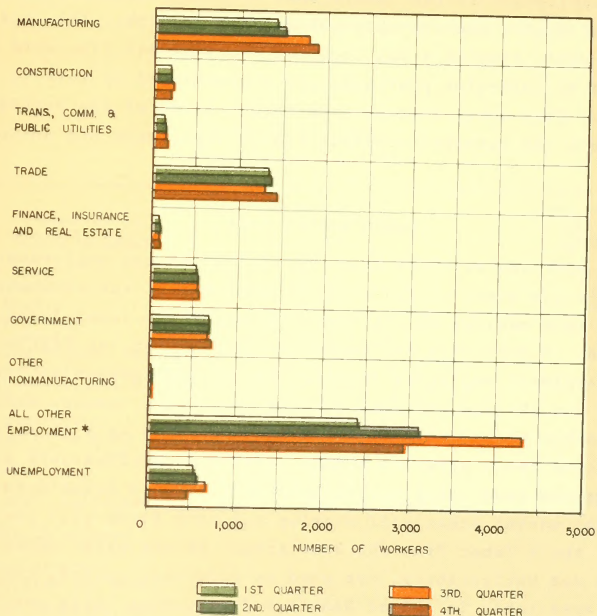
SEASONAL EMPLOYMENT AND UNEMPLOYMENT

In addition to structural factors, another major problem is the seasonal nature of employment.² In Chart 10 it is revealed that a large portion of the seasonal employment occurs in the "all other employment" class, e.g., agricultural and nonagricultural self-employed, unpaid family, and domestic workers. This employment group expanded significantly in the second and third quarters of 1965, then decreased during the fourth quarter. During the expansion in employment, the labor force expanded by a greater

¹The "structurally unemployed" are unemployed people who lack the skills and education necessary to fill available jobs.

²Seasonal employment occurs annually but only during a portion of the year.

CHART-10
EMPLOYMENT BY MAJOR INDUSTRY GROUP
 HERTFORD COUNTY
 1965



* INCLUDES AGRICULTURAL AND NONAGRICULTURAL SELF-EMPLOYED, UNPAID FAMILY AND DOMESTIC WORKERS

SOURCE: E.S.C. OF N.C., BUREAU OF EMPLOYMENT SECURITY RESEARCH

number than the employment expansion. Then when employment decreased, the labor force decreased by a greater amount than the decrease in employment. This indicates that many people who are not usually in the labor force will seek employment if they believe jobs are available. If this is true, the amount of classified unemployment in the county does not accurately reflect the number of people who are able and willing to work. The local economy would receive a big boost if the seasonal jobs were either replaced by full-time positions, or supplemented by work in "off" seasons. This would increase the income level of the population and reduce the seasonal fluctuations of employment and unemployment.

LABOR MARKET AREA

In addition to labor force participation and employment trends in the area, an analysis of labor market activity should include some measure of the area from which the local labor force is drawn. A firm does not expect to find all of its highly trained professional employees locally, but it does expect to find most of its skilled and semi-skilled labor in a clearly defined labor market area. Many firms define this area as a 25 mile radius from their physical plant. A firm in Murfreesboro will not have the same labor market area as a firm in Ahoskie, but the two labor market areas will overlap and both firms will recruit part of their labor from the same area. If the major urban areas, Ahoskie and Murfreesboro, are used as reference points, the labor market area takes in all of Hertford County plus large portions of Northampton, Bertie, and Gates Counties and a portion of Southampton County, Virginia.

WORKER MOBILITY

An analysis of commuting patterns between Hertford County and the areas mentioned above shows the interrelation between the labor market areas. In 1960, Hertford County almost had an

even exchange of workers between these areas. (See Table 17). Ten percent of the workers came from outside the county, and 9.8 percent of the employed county residents worked outside the county. The majority of these in-commuting workers reside in Bertie County. The fact that Hertford County had a net loss of 201 workers to Virginia indicates the strong influence that Norfolk exerts on the counties in the northeastern corner of North Carolina.

TABLE 17
COMMUTING PATTERNS
HERTFORD COUNTY, 1960

<u>Counties in Mobility Pattern</u>	<u>Went Out of County to Work</u>	<u>Came Into County To Work</u>
Bertie County	175	429
Chowan County	4	8
Gates County	32	86
Halifax County	12	--
Martin County	--	3
Nansemand County, Virginia	4	--
Norfolk County, Virginia	8	--
Norfolk-Portsmouth Cities, Va.	68	--
Northampton County	85	168
Pasquotank County	4	--
Southampton County, Virginia	101	--
Suffolk City, Virginia	20	--
Elsewhere	168	--
Subtotals out-commuting	681	in-commuting 694
Net Gain 13 workers		
Hertford County (reside and work)	5,953	
Place of work not reported	294	
Employed residents	6,928	nonresidents 694
Total employed in Hertford County, 1960-----6,941		

Source: DCP Research Study 1, Commuting Patterns in North Carolina, 1960.

RECRUITABLE LABOR FORCE

The preceding section shows that Hertford County employers draw workers from a wide area. Accordingly, any expansion of economic activity in the county probably will depend on the supply of recruitable labor in approximately the same labor market area. The Employment Security Commission of North Carolina prepares quarterly estimates of the recruitable labor supply for each county in the state. These recruitable labor supply estimates include only those individuals who already possess production job skills and those who are deemed to be adaptable, trainable, and referable for manufacturing jobs.

Generally the Employment Security Commission estimates of the recruitable and referable labor supply are made up of the following two groups:¹

I. Persons currently seeking work

- (1) the unemployed;
- (2) persons with less than full-time employment;
- (3) individuals holding jobs which do not utilize their highest skills;
- (4) certain others, such as school dropouts, returnees from military service, etc.

II. Potential jobseekers

- (1) housewives who would join the labor force if more suitable work or better job opportunities were made available;
- (2) workers who are now commuting to jobs in other areas but who prefer local employment;
- (3) young people who expect to find jobs upon completion of their schooling;
- (4) agricultural workers who are interested in industrial jobs.²

¹This same general classification is still in effect, but beginning with their September 15, 1966 release, the "Estimated Recruitable Labor" will reflect the available labor's occupational experience rather than its skill level.

²Employment Security Commission of N.C., Bureau of Employment Security Research, "Estimated Recruitable Labor for Industrial Development in N.C., by county, June 15, 1966."

One part of the potential labor supply is the number of high school graduates and drop-outs entering the labor market annually. This group forms the nucleus of the future labor supply. Approximately one-half of the annual high school graduates enter the local labor market. (See Table 18). The number of school drop-outs adds an additional 250 people annually. For the most part the drop-outs need much more intensive and extensive training than the majority of the employers are willing to provide. Although these people are trainable they are not acceptable in many training programs of employers who need workers who can be trained quickly and inexpensively.

TABLE 18
SUMMARY OF HIGH SCHOOL GRADUATES AND LOSSES
FOR HERTFORD COUNTY

Subject	1960	1961	1962	1963	1964	1965
Number of High School Graduates	244	270	244	263	287	368
Number of Graduates Entering Labor Area	119	122	112	144	135	257
Percent	48.8	45.2	45.9	54.8	47.0	69.8
Number of Reported School Drop-outs	260	266	286	274	276	226
Total of Graduates Entering Labor Area and Reported School Losses	379	388	398	418	411	483

Source: Employment Security Commission of N.C.

High school graduates are the basic source of new members of the labor force. In many cases, only experienced people are desired. However, as revealed in Table 19, the number of experienced workers in Hertford County is very low. In addition, the other three counties (see Table 19) contribute only a small portion of the required labor. All four counties combined provided

TABLE 19
ESTIMATED RECRUITABLE LABOR FOR INDUSTRIAL DEVELOPMENT,
SEPTEMBER 15, 1966

COUNTY	TOTAL	TYPE OF WORKER						High School Graduates Entering The Labor Force Annually	
		Experienced Manufacturing Workers		All Other Experienced Workers		Inexperienced But Referable And Trainable			
		Male	Female	Male	Female	Male	Female	Male	Female
Hertford	550	20	45	80	120	100	185	110	140
Bertie	1450	170	160	298	345	232	245	48	53
Gates	485	55	130	120	70	45	65	28	36
Northampton	925	20	60	120	165	200	360	95	120

Source: Employment Security Commission of N. C.

only 265 experienced male manufacturing workers and 395 experienced female manufacturing workers.

Evidently, Hertford County does not have an abundance of experienced workers available for new firms or for the expansion of established firms. Yet, as shown in an earlier section, despite continued economic prosperity for the nation, the rate of unemployment in Hertford County has remained quite high. This results in part from a surplus of unskilled labor and the corresponding shortage of skilled and semi-skilled labor. The logical solution to this problem is an industrial education center which could develop many needed skills in accordance with the demands of the county.

OCCUPATIONAL DATA

In the preceding discussions, no mention was made of the occupational distribution of the working population. This information is being inserted at this point to provide added insight into the level of skills. The latest detailed information available is the 1960 census data.

Reflected in Table 20 is data for the county by race and sex. Specifically, almost one-third of the employed residents of the county in 1960 were working as laborers or service employees. In most cases, these occupations require very little education and a low level of skill development. The effective demand for the unskilled types of occupations is decreasing, causing more unemployment and smaller amounts of compensation for those working.

TABLE 20
OCCUPATIONS OF EMPLOYED RESIDENTS OF
HERTFORD COUNTY BY SEX AND RACE - 1960

	EMPLOYED PERSONS					
	Total In Class		White		Nonwhite	
	Male	Female	Male	Female	Male	Female
Total, Employed	4894	2161	2397	1019	2497	1142
Prof. Tech. & Kindred Workers	194	337	125	170	69	167
Farmers & Farm Managers	943	58	489	7	454	51
Mgrs., Off., Prop., excl. Farm	394	49	349	37	45	12
Clerical & Kindred Workers	188	293	146	281	42	12
Sales Workers	318	204	280	180	38	24
Craftsmen, Foremen & Kind.	564	18	359	11	205	7
Operatives & Kindred Workers	734	274	243	169	491	105
Private Household Workers	8	458	8	3	-	455
Serv. Wkrs. excl. Priv. H'hold	129	203	73	78	56	125
Farm Laborers & Farm Foremen	656	142	104	18	552	124
Laborers except Farm & Mine	586	48	120	26	466	22
Occupation not reported	180	77	101	39	79	38

Source: U.S. Bureau of the Census.

CHAPTER SIX

ECONOMIC ACTIVITY

Introduction

The preceding sections of this report deal with the physical and human resources in Hertford County. The following section is an analysis of the types of economic activity which utilize these resources. Each activity is analyzed in order to determine its stability, its relative importance in the local economy, and its potential for further development. Clarification of each of these factors will follow later. The local economic activity is divided into four classes including agriculture, forestry, manufacturing, and commerce.

Before analyzing the major sectors of the economy individually, it is helpful to view the total economy in terms of employment by major industry group. This is shown for 1940, 1950, and 1960 in Table 21. From the data in the table, it is obvious that construction, manufacturing, retail and wholesale trade, and educational services are the industry groups which have registered significant gains in employment since 1940. The only large numerical decrease in employment was in agriculture. As revealed in the following section, the decline in agricultural employment is the result of increasing efficiency in farming operations.

AGRICULTURE

Traditionally, Hertford County's economy has been essentially agrarian. Although, in recent years, agricultural employment has been declining rapidly, agriculture is still a major element of the local economic picture. The value of Hertford County farm products sold is revealed in Table 22. The value increased by over \$1.1 million from 1959 to 1964. However, the value of field crops sold increased more (\$1.6 million) while the value of livestock and livestock products sold decreased by \$.35 million.

TABLE 21
EMPLOYMENT BY MAJOR INDUSTRY GROUP,
HERTFORD COUNTY, 1940, 1950, 1960

SUBJECT	1940	1950		1960	
	Number	Number	Percent Change	Number	Percent Change
Total Employed	6,019	7120	18.3	7055	-0.9
Agriculture	3,251	3096	- 4.8	1826	-41.0
Mining	--	1	--	--	--
Construction	166	374	125.3	475	27.0
Manufacturing	846	1214	43.5	1377	13.4
Railroad & Railway Exp. Services	24	27	12.5	12	-55.6
Other Transportation	45	68	51.1	53	-22.1
Comm. & Util. & Sanitary Services	20	55	175.0	84	52.7
Wholesale Trade	113	177	56.6	248	40.1
Eating & Drinking Places	58	97	67.2	100	3.1
Other Retail Trade	382	660	72.8	896	35.8
Business & Repair Services	46	58	26.1	107	84.5
Private Households	408	303	-25.7	473	56.1
Other Personal Services	143	200	40.0	182	- 9.0
Hospitals		79	--	88	11.4
Educational Services	277	250	--	465	86.0
Other Professional & Related Services		40	--	138	245.0
Public Administration	89	123	38.2	155	26.0
Other Industries (Incl. Not Reported)	151	298	97.4	376	26.2

Source: U.S. Bureau of the Census

The declining agricultural employment is resulting in local farms of a more efficient size than those of the past. The average size of local farms is increasing, and the total number of farms is decreasing (see Table 23). From 1959 to 1964, the number of farms with sales of \$10,000 or more per year doubled, increasing from 133 to 266, but the number of farms with annual sales of less than \$5,000 decreased sharply from 731 to 319. The trend toward larger farms is a desirable development in the local

TABLE 22
VALUE OF FARM PRODUCTS SOLD, HERTFORD COUNTY

SUBJECT	1964	1959
All Farm Products Sold	\$8,195,567	\$7,024,968
Average Per Farm	8,803	5,446
All Crops Sold	7,746,283	6,226,878
Field Crops (Other than Vegetables and Fruits and Nuts)	7,668,957	6,031,964
Vegetables	15,768	25,674
Fruits and Nuts	215	1,107
Forest Products and Horticultural Specialty Products	61,343	168,133
All Livestock and Livestock Products Sold	449,083	798,090
Poultry and Poultry Products	5,715	108,740
Dairy Products	--	25
Other Livestock and Livestock Products	443,368	689,325

Source: U.S. Bureau of the Census, U.S. Census of Agriculture, 1964. Preliminary Reports

economy. Although (see Table 24) this causes a decline in the number of people employed in agriculture, the larger farms are able to utilize modern farming equipment and machinery more efficiently and profitably, and in turn realize a greater return for their investment. For the immediate future, there is little indication that this trend will discontinue.

The larger farm size, combined with more efficient methods and machinery, has helped the county's farms become more productive. This is evident from the increasing value of farm products sold. Hertford County farmers traditionally have relied on field crops as their principal source of farm income. The eleven principal field crops produced in North Carolina are listed in Table 25. The major field crops produced in Hertford County are tobacco, peanuts, cotton, corn, soybeans, and hay. In 1964,

TABLE 23
FARMS, ACREAGE, AND VALUE AND FARMS BY ECONOMIC CLASS
IN HERTFORD COUNTY

SUBJECT	1964	1959
Total Farms	931	1,311
Acres in Farms	97,137	113,803
Average Size of Farm	104.3	86.8
Value of Land and Buildings:		
Average Per Farm	\$26,521	\$15,359
Average Per Acre	249.25	192.19
Farms by Economic Class		
Commercial Farms	847	1,094
Class I (Sales of \$40,000 or more)	10	---
Class II (Sales of \$20,000-\$39,999)	64	41
Class III (Sales of \$10,000-\$19,999)	192	92
Class IV (Sales of \$5,000-\$9,999)	346	426
Class V (Sales of \$2,500-\$4,999)	155	380
Class VI (Sales of \$50-\$2,499)	80	155
Other Farms	84	196

Source: U.S. Bureau of the Census, U.S. Census of Agriculture, Preliminary Report, 1964.

these six crops accounted for over \$9.5 million dollars of county farm production. If past trends continue this will probably increase. Although the county's greatest agricultural production potential lies in livestock and livestock products the production of field crops is important.

The county's location and its production of corn, hay and other feed crops make it an ideal place for livestock production. Also, as farms in the county become larger, livestock production becomes more profitable. However, today, the majority of farmers in the county tend to concentrate mainly on the production of row crops. The potential for livestock production in North Carolina counties is shown in Chart 11. From 1954 to 1964, annual cash

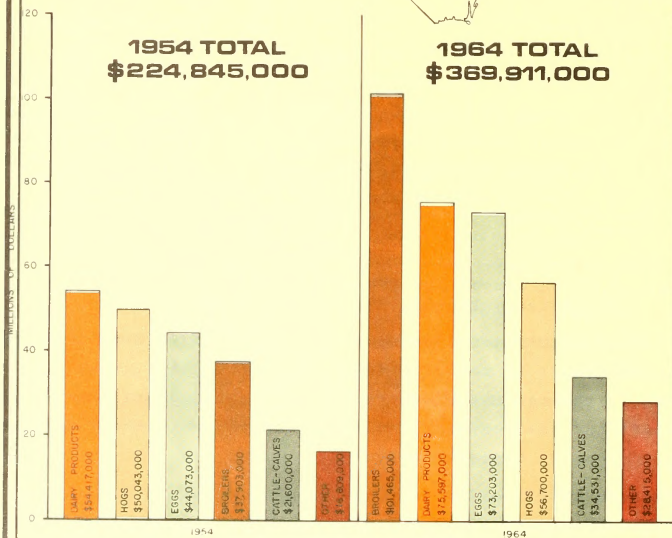
CHART - II

NORTH CAROLINA LIVESTOCK SALES

CASH RECEIPTS FROM
FARM MARKETINGS OF
LIVESTOCK AND LIVESTOCK PRODUCTS
1954 AND 1964

1954 TOTAL
\$224,845,000

1964 TOTAL
\$369,911,000



SOURCE: N. C. DEPT. OF AGRICULTURE, NORTH CAROLINA AGRICULTURAL STATISTICS, 1965

TABLE 24
HERTFORD COUNTY FARM OPERATORS AND REGULAR HIRED WORKERS

Subject	1964	1959
Farm Operators:	931	1311
Full Owners	218	285
Part Owners	203	252
Managers	1	---
Tenants	509	774
Proportion of Tenancy	54.7	59.0
Regular Hired Workers (Employed 150 Days or More):		
Farms	96	124
Workers	169	246

Source: U.S. Bureau of the Census, U.S. Census of Agriculture, 1964, Preliminary Reports.

receipts from farm marketings of livestock and livestock products in North Carolina increased by \$145 million, or 64.5 percent. However, the county's production of cattle, swine, and poultry has been decreasing since 1958 (see Table 26).

In addition to Hertford, surrounding counties in the Northern Coastal Plain are heavy producers of corn, hay, and other feed crops, but also fall far below their potential as livestock producing areas. Realization of this potential could do much more than increase farm income in the area. Meat processing and packing plants tend to locate near the source of their raw materials. Through increased livestock production several of these plants might be encouraged to locate in the area. Such a plant because of its many by-product uses might be followed by a tannery or a soap factory. Any firm of this type would strengthen the local economy through increased employment and higher income.

TABLE 25
VALUE OF ELEVEN PRINCIPAL FIELD CROPS, 1963-1964

Subject	HERTFORD COUNTY				North Carolina Total Value	
	1963	1963	1964	1964	1963	1964
	Value	Percent Of State Total	Value	Percent Of State Total		
Tobacco	\$3,117,000	.57	\$3,785,000	.67	\$549,195,000	\$561,929,000
Cotton	1,303,000	2.23	1,037,000	1.89	58,272,000	54,810,000
Peanuts	3,538,000	8.49	3,363,000	8.05	41,694,000	41,792,000
Irish Potatoes	8,750	.01	17,600	.02	6,080,000	9,816,000
Sweet Potatoes	71,800	.06	80,600	.06	11,193,000	14,169,000
Corn	658,000	.67	1,012,000	.97	98,656,000	104,606,000
Wheat	13,600	.01	8,670	.01	11,140,000	10,050,000
Oats	360	--	--	--	3,627,000	4,294,000
Soybeans For Beans	150,000	.40	231,000	.54	38,006,000	42,985,000
Lespedeza Seed	--	--	--	--	1,217,000	1,005,000
All Hay	163,000	.62	116,000	.44	26,479,000	26,131,000
TOTAL	\$9,023,510	1.07	\$9,650,870	1.11	\$845,559,000	\$871,587,000

Source: N.C. Department of Agriculture, "N. C. Agricultural Statistics," 1965.

TABLE 26
LIVESTOCK ON FARMS, JANUARY 1, 1958-1965,
HERTFORD COUNTY

Year	All Cattle		Cows & Heifers 2 Years Plus For Milk		All Hogs		All Chickens	
	Number	% of State Total	Number	% of State Total	Number	% of State Total	Number	% of State Total
1958	2,050	.23	310	.09	21,500	1.53	64,000	.46
1959	1,690	.19	290	.09	21,550	1.46	61,000	.42
1960	1,720	.19	290	.09	21,550	1.42	42,000	.30
1961	1,650	.18	280	.09	18,800	1.46	42,500	.30
1962	1,540	.17	210	.07	18,500	1.45	39,500	.27
1963	1,280	.14	190	.07	20,300	1.51	32,800	.22
1964	1,430	.15	200	.07	18,650	1.40	28,000	.18
1965*	1,610	.18	230	.09	17,550	1.35	31,850	.20

*Preliminary

Source: N.C. Department of Agriculture, "N.C. Agricultural Statistics," 1965.

Basically, Hertford County still has an agrarian economy and although industrial development should be encouraged in order to provide employment for new workers and displaced agricultural workers, perhaps the county's greatest economic development potential lies in agriculture. However, agricultural development will consist of increasing agricultural production and increasing farm income. Efforts to develop employment opportunities will be more successful in manufacturing in the future.

MANUFACTURING

Although manufacturing employment increased by only 2.9 percent from 1956-1964, manufacturing probably has the greatest potential for employment development. The major basic industry in the county includes agriculture, forestry, and manufacturing, and since technological improvements in agriculture and forestry are causing employment to decline in these two sectors, any major increase in basic employment will occur in manufacturing. However, this statement does not preclude small gains in basic employment in retail trade.

In analyzing manufacturing employment, insured manufacturing employment data is used and includes nearly 100 percent of total manufacturing employment. As shown in Table 27, the decreases during 1957, 1958, 1961 and 1962 reflect mild national recessions during these years. Even if these years were eliminated, manufacturing employment still would have increased only slightly from 1956 through 1964. However, large gains were registered during 1965 and early 1966. A large portion of the increase in manufacturing employment was due to the opening of the Sunbeam Plant at Ahoskie. Employment at this plant continued to expand during 1966, but it is expected to level off during 1967 and unless other new industry is added, the rapid increase in manufacturing employment will cease.

Generally, two factors have been responsible for Hertford County's recent gains in manufacturing employment. These fac-

TABLE 27
INSURED MANUFACTURING EMPLOYMENT IN HERTFORD COUNTY

Year	Insured Manufacturing Employment
Annual Average	
1956	1323
1957	1267
1958	1215
1959	1305
1960	1354
1961	1352
1962	1350
1963	1385
1964	1362
1965	1620
Quarterly, 1966	Quarterly
1st	1733
2nd	1921

Source: Employment Security Commission of N.C.

tors are the overall prosperity of the national economy and the movement of new industries to the South. The future rate of expansion of the national economy may decrease. However, the nationwide trend for industry to decentralize will probably continue, and large corporations will continue to evaluate small North Carolina towns in respect to plant location. Any individual efforts on the part of local development groups will play a significant role in influencing this industrial location.

The county's best possibility for the expansion of employment is via new industries, especially since the firms that already have been established here are not experiencing rapid growth.

Expansion of existing industry is not very likely and can best be exemplified by observing forestry operations. In 1965, almost half of the county's manufacturing employment was engaged in cutting or processing forestry products. Even so, there is very little potential for employment to increase. Mechanization of logging and sawmilling operations, enabling production per man to increase, has reduced the need for labor in these operations. In addition, manufacturers of wooden boxes and crates are experiencing stiff competition from manufacturers of containers made of lightweight plastics and other synthetic materials. Consequently, these manufacturers may need to increase production per man and reduce employment in order to remain competitive.

Another pertinent factor in relation to manufacturing in Hertford County is revealed in Table 28. In 1956, the county's average weekly wage for manufacturing employment was approximately eleven dollars below the state's average, and in 1965, the difference had increased to over 18 dollars. The average county wage seems even smaller if North Carolina's average wage paid for manufacturing employment is taken into consideration. For the state the average wage paid was lower than for all but one other state. Since labor is becoming more mobile, the situation in the county should change. Either the county wage rate will become more competitive or labor will move to other areas, causing a tight local labor market and forcing the average wage up.

In summary, manufacturing is a major sector of the Hertford County economy. Although manufacturing employment has expanded significantly in recent years, employment has not expanded in established industries, especially those related to forestry. Further industrial expansion may be limited by a lack of skilled labor if the average weekly wage remains significantly below the state average.

TABLE 28
WEEKLY EARNINGS IN MANUFACTURING
IN HERTFORD COUNTY AND NORTH CAROLINA, 1965

Year	County	State	Difference
1956	47.65	\$59.09	\$11.44
1957	49.22	61.04	11.82
1958	48.58	62.50	13.92
1959	51.27	67.21	15.94
1960	51.59	68.25	16.66
1961	53.41	70.03	16.62
1962	59.32	73.31	13.99
1963	60.37	75.69	15.32
1964	63.78	79.94	16.16
1965	65.45	83.85	18.40

Source: Employment Security Commission of N.C.

EDUCATIONAL SERVICES

Analysis of Hertford County's economy would not be complete without a brief consideration of one of the county's most rapidly developing economic activities. This activity, Chowan College at Murfreesboro, is mentioned here because it adds to basic employment, and through its students, greatly expands retail trade in the area. Unlike secondary and elementary schools, the college is a basic industry. It is defined in this manner because many students from areas outside Hertford County buy the college's educational services.

Enrollment at the college increased from 235 in 1957 to over 1,200 students in 1966. It is estimated that these 1,200 students will spend over \$500,000 in the area during the next school year, which is in addition to the purchasing power of a faculty and staff with an annual payroll of approximately \$1,000,000. This

is a total of approximately \$1.5 million, most of which goes into the local economy.

Plans are already underway for the college to significantly expand its facilities. With higher education becoming more desirable to American youth, the demand for the services of Chowan College will probably increase more rapidly than the college can supply the services. The college's enrollment could very easily double by 1975, and compared to today's industry, it could become the largest in the county.

COMMERCE

Another significant sector of the Hertford County economy is commerce, e.g., wholesale and retail trade, and financial activity. Commerce in the area differs from manufacturing in that the bulk of commercial employment is nonbasic and most manufacturing employment in the area is basic. On the other hand, any commercial activity serving nonresidents of the county involves basic employment. For example, retail sales made in Ahoskie to residents of Bertie County involve basic employment. For the most part, retail trade comprises the major part of the county's commercial activity. However, there are a number of wholesale and financial institutions.

Wholesale Trade

In 1965, the county had a total of 21 wholesale firms with 344 employees covered by the unemployment insurance law. The firms are listed in Table 29 by product type. Although employment in wholesale food products decreased between 1961 and 1965, total wholesale employment covered by the N.C. Employment Security Commission increased by 63 workers, over 22 percent. Considering its population, Hertford County has a large number of people employed in wholesale trade. However, the predominantly rural counties surrounding Hertford add to the population which the wholesale firms in Hertford County serve.

TABLE 29
INSURED EMPLOYMENT IN WHOLESALE TRADE, HERTFORD COUNTY

Type of Firm	1965		1961	
	Employers	Employment (Mo. Aug.)	Employers	Employment (Mo. Aug.)
Wholesale Groceries and Other Food Products	7	124	7	137
Wholesale Farm Products- Raw Material	5	95	4	56
Automotive Wholesalers	1		1	
Machinery, Equip. and Supplies Wholesale	1	125	1	88
Miscellaneous Wholesalers	7		5	
TOTAL	21	344	18	281

Source: Employment Security Commission of N. C.

Financial Institutions

Financial institutions in the county are not as numerous as are wholesale firms, and accordingly, employment is not as high. In Table 30, the change in insured employment in financial activity between 1961 and 1965 is revealed. Total employment in these firms increased by over 67 percent and the number of firms increased from four to seven.

Retail Trade

Retail trade is the most prevalent type of commercial activity in the county. Due to their location and size, the towns of Ahoskie and Murfreesboro serve as the major retail centers. They presently serve an area extending beyond the borders of the county.

TABLE 30
INSURED EMPLOYMENT IN FINANCIAL AND
RELATED FIRMS, HERTFORD COUNTY

	1965		1961	
	Employers	Employment (Mo. Avg.)	Employers	Employment (Mo. Avg.)
Commercial and Stock Savings Banks	2	46	2	40
Agricultural Credit Institutions	1		0	
Personal Credit Institutions	2		1	
Life Insurance	1	21	1	
Real Estate Agents, Brokers and Managers	1		0	
TOTAL	7	67	4	40

Source: Employment Security Commission of N.C.

Retail Trade Area

The approximate retail trade area for Hertford County firms (principally those of Murfreesboro and Ahoskie) is illustrated on Map 3. This area includes all of Hertford County and approximately one-half of Northampton, Bertie, and Gates Counties. The total population in the retail trade area is approximately 50,000 people, of which 25,000 live outside Hertford County. Many of these people are on the fringe of Ahoskie and Murfreesboro's retail trade influence and probably do part of their shopping elsewhere. At any rate, it is apparent that these two urban centers are the retail focal points for an extensive rural area.

CHESAPEAKE BAY



MILES 50

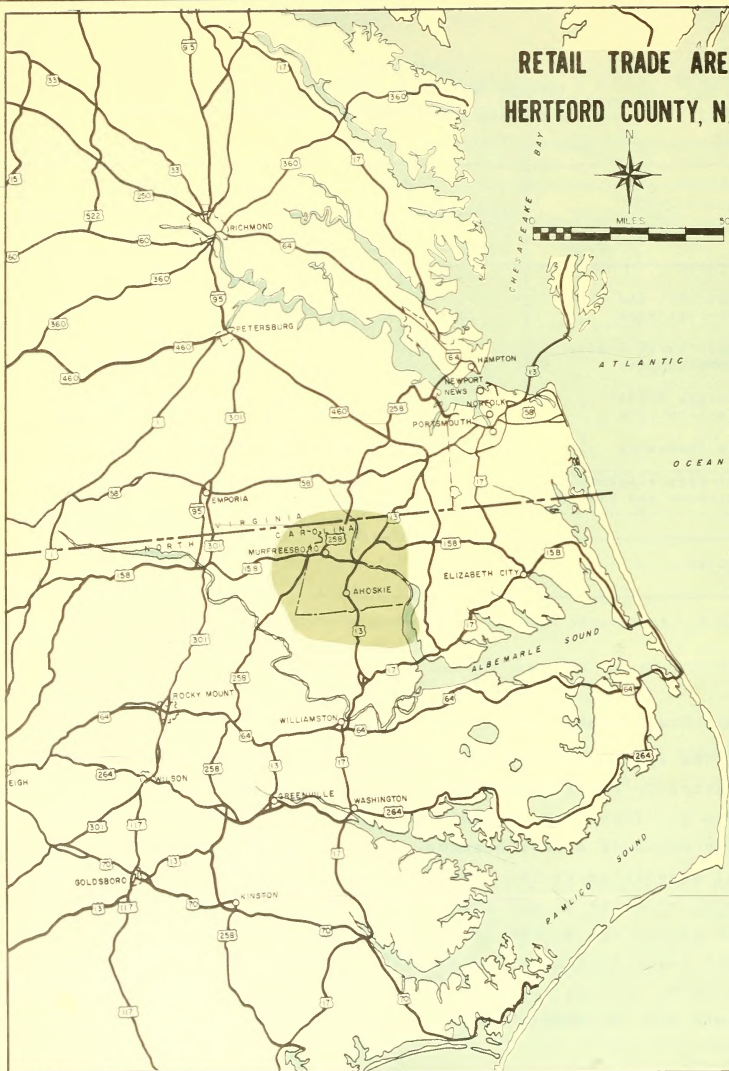


TABLE 31
GROSS RETAIL SALES, HERTFORD COUNTY

Class of Sales	GROSS RETAIL SALES			
	1962-63	1963-64	1964-65	1965-66
1% Retail Sales	\$ 1,779,209	\$ 1,761,331	\$ 1,877,160	\$ 2,367,044
Auto and Planes	2,285,126	2,200,119	2,449,344	3,044,732
Apparel	610,823	678,329	738,902	874,029
Automotive	4,476,706	4,715,676	5,242,401	5,437,286
Food	6,628,598	6,993,806	7,238,280	8,415,197
Furniture	1,140,910	1,149,572	1,220,796	1,306,387
General Merchandise	5,522,629	5,636,107	5,782,861	5,871,433
Building Materials	868,279	822,588	1,011,469	1,098,670
Unclassified Group	3,090,928	3,394,558	3,915,199	4,628,044
TOTALS	\$26,403,208	\$27,352,086	\$29,476,412	\$33,042,822

Source: N.C. Department of Revenue.

Retail Sales

Due to increasing personal income in the area and the mobile population, Hertford County's retail sales have increased rapidly in recent years. In the four year period from July 1, 1962 through June 30, 1966, sales increased by over \$6.6 million, an increase of 25 percent. Sales during this four year period are listed by class in Table 31. Of the 25 percent increase, eight to ten percent¹ was probably due to inflationary pressures, leaving an adjusted real increase of approximately 16 percent.

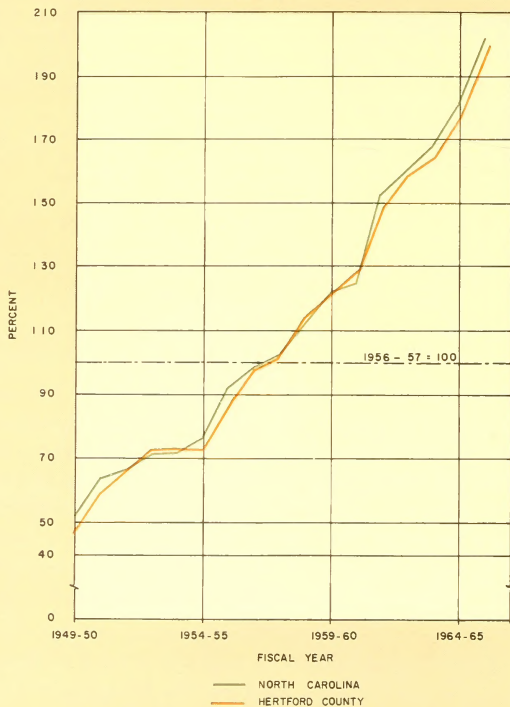
In Chart 12 the increase in retail sales for Hertford County is compared to the increase in the state's retail sales. This was accomplished by expressing each year's sales as a percentage of sales in 1956-57. Although the population of the state has increased more rapidly than the county population, the rate of

¹ Comparable to National trends of inflation.

CHART-12
INDEX OF RETAIL SALES

HERTFORD COUNTY AND NORTH CAROLINA

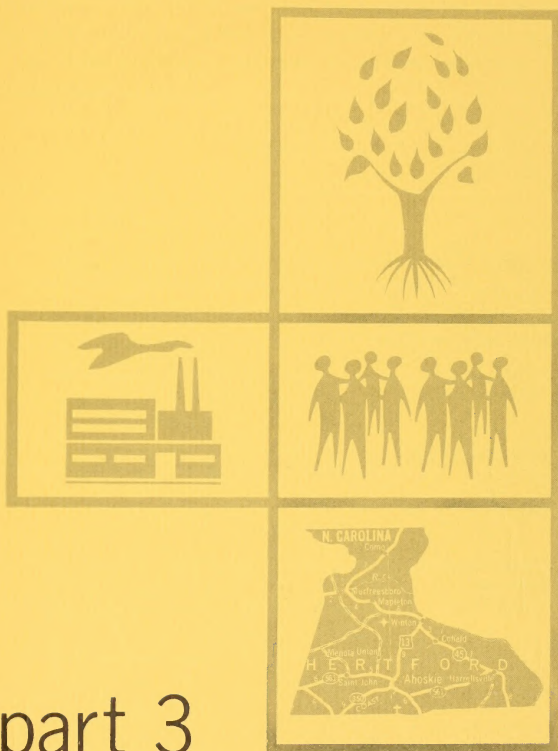
1949 - 1966



SOURCE : YEARLY RETAIL SALES FIGURES FROM
N.C. DEPARTMENT OF REVENUE

increase in retail sales for the two units has been essentially the same since 1949-50. This is an indication that retail sales per capita have increased at a greater rate for Hertford County than for North Carolina. Therefore, since the county's per capita income has not increased more rapidly than the state's, firms in the county probably are serving an increasing number of people who live outside the county.

The outlook for continued expansion of retail sales in the county is excellent. The growing county population and the increasing per capita income provide assurance that retail sales will continue to increase. This is further substantiated by the fact that customers are being attracted from surrounding counties.



part 3

SUMMARY AND RECOMMENDATIONS

SUMMARY AND RECOMMENDATIONS

This section of the study includes an overall view of the county's economy. The first portion is a brief outline summary of some of the major points of interest concerning the population and economy. The final portion consists of recommendations to improve the local economic picture.

SUMMARY

I. Population

A. Past Trends

1. From 1900 to 1960 the Hertford County population increased from 14,294 to 22,718.
2. Almost all of the population growth has occurred in the Ahoskie and Murfreesboro townships.
3. In the 1950-1959 decade, net out-migration totaled 2,557 including 2,279 nonwhites and 278 whites.
4. The majority of out-migrating people was in the 15 to 34 year old category.
5. There was a natural increase from 1950-1960 totaling 3,822 people.
6. The high rate of natural increase resulted from a high fertility ratio (556 for Hertford County compared to 448 for North Carolina).

B. Current Population

1. 1960 Population Distribution

- | | |
|--|--------|
| a. White people | 9,318 |
| b. Nonwhite people | 13,400 |
| c. Rural population | 15,492 |
| (1) Farm | 6,867 |
| (2) Nonfarm | 8,625 |
| d. Urban population | 7,226 |
| e. The county population density was 63.8 persons per square mile. | |

2. The 1966 population is approximately 23,300 people.

3. In 1960, the median age of the county population was 21.8 years for males and 23.4 years for females.
4. The 1960 population included 11,135 males and 11,583 females.
5. The median school years completed by persons 25 years old and over in 1960 was 8.1 for the total population and 6.6 for the nonwhite population.
6. In 1960, over 60 percent of the housing in Ahoskie and Murfreesboro was classified as sound. For the county, 37 percent was classified as sound.
7. Income
 - a. In 1959, almost 40 percent of all families in Hertford County earned less than \$2,000 and only 4.3 percent earned \$10,000 or more.
 - b. Median family income in 1959
 - (1) Total population ----- \$2,714
 - (2) Nonwhite population ----- 1,809
 - c. Mean family income in 1959
 - (1) Total population ----- \$3,763
 - (2) Nonwhite population ----- 2,402
 - d. Per capita income in 1959
 - (1) Total population ----- \$ 853
 - (2) Nonwhite population ----- 475
 - e. The 1962 estimated per capita income for the county was \$1,232.

C. Projections

1. Projected county population
 - a. 1976 --- approximately 24,800
 - b. 1986 --- approximately 26,200
2. Almost all of the population increase will occur in and around Ahoskie and Murfreesboro.

II. Economic Profile

A. Regional Economic setting and physical resources

1. The outstanding natural resource in the county is its forests.
2. Transportation
 - a. Hertford County is served by U.S. Highways 13, 158, and 258 and N.C. Highways 45, 401, and 561.
 - b. Interstate Highway 95 crosses U.S. 158 approximately 30 miles west of the county.

- c. The county is served by the Atlantic Coast Line and the Seaboard Air Line Railroads.
 - d. Water transportation is of minor importance to the county although channels for barge shipments are available.
 - e. Local facilities for airplanes consist of one field with a 3,600' paved runway.
3. Many major markets for products are easily accessible from Hertford County.
 - a. The county has potential for producing vegetable crops and livestock.
 - b. The county's greatest market potential for new products is the market for processed, frozen or canned, food products.
 4. Financial backing may be obtained from private organizations or government agencies.
 - a. The majority of private financing in the county is provided by six banking firms.
 - b. The major sources of governmental financing for private businesses or individuals are the Small Business Administration and the Farmers Home Administration.
 5. Fifteen industrial sites have been designated in the county.
 6. There are a number of vacant buildings in Ahoskie and Murfreesboro which can be used for storage, manufacturing, or retail and wholesale trade. (Information regarding specific buildings may be obtained through the local Chamber of Commerce).

B. Labor Force and Employment

1. Labor Force
 - a. The labor force participation rate in Hertford County in 1960 was 49.1 compared to 56.3 for North Carolina and 57.4 for the U.S.
 - b. Almost 56 percent of the people from 14 to 65 years old were not in school or an institution and not in the labor force.
2. Employment and unemployment trends
 - a. From 1956 to 1965, insured employment increased from 2,514 to 3,285.
 - b. From 1962 to 1965 estimated total employment increased from 7,580 to 7,830.

- c. The county ratio of insured unemployment has generally remained higher than the ratio for N.C. or the U.S.
 - d. The county rate of unemployment changed only slightly from 1962-1965 (decrease from 6.9 to 6.7).
 - e. The county has a paradoxical employment situation, i.e., a relatively high unemployment rate and a shortage of skilled labor.
- 3. Seasonal employment in the county occurs during the second and third quarters of the year.
 - 4. The labor market area for Hertford County firms includes Hertford County, plus large sections of Northampton, Gates, and Bertie counties.
 - 5. Worker mobility
 - a. In 1960, ten percent of the people employed in Hertford County resided elsewhere, and 9.8 percent of the employed residents worked outside the county.
 - b. The county had a net daily commuting loss of 201 workers to Virginia.
 - 6. Recruitable labor force
 - a. On September 15, 1960 estimated recruitable labor in the county totaled 550.
 - b. Experienced manufacturing workers totaled 65.
 - 7. In 1960, almost one-third of the employed county residents were employed as laborers or service workers.

C. Economic Activity

- 1. Agriculture
 - a. The value of county agricultural products sold is increasing.
 - b. The number of farms in the county is decreasing.
 - c. The average farm size is increasing.
 - d. Hertford County has great potential for the production of livestock.
 - e. The number of people employed in agriculture will continue to decline.
- 2. Manufacturing
 - a. Future expansion of employment in Hertford County will occur principally in manufacturing.

- b. Approximately one half of the county's manufacturing employment in 1964 and 1965 was employed in forestry based industry.
 - c. Average weekly earnings in manufacturing in Hertford County are approximately \$20.00 lower than the North Carolina average.
- 3. Chowan College is important to the local economy. It has the potential to become the largest single industry in the county.
- 4. Commerce
 - a. In 1965, Hertford County had a total of 21 wholesale firms covered by the employment insurance law.
 - b. In 1965, Hertford County had seven financial or related firms covered by the employment insurance law.
 - c. Retail trade
 - (1) The retail trade area for Hertford County retail firms includes all of Hertford and approximately one-half of Northampton, Bertie, and Gates counties.
 - (2) From 1962-1966, retail sales in the county increased by \$6.6 million (25 percent).
 - (3) Retail sales should continue to increase.

RECOMMENDATIONS

Introduction

The recommendations contained herein are based upon the preceding inventory and analysis of the economy. The following criteria were employed in making the recommendations:

1. The recommendations were considered on the basis of whether their implementation would strengthen the local economy and add to the general well-being of the local people.
2. An attempt was made to eliminate any recommendations which were considered to be impractical.

Although some of the recommendations may not suggest specific courses of action, they will point out objectives which should be pursued. These recommendations are not made as an attempt to

provide simple solutions to the county's problems. In fact, as people close to the situation realize, there is no simple solution to the economic and social problems in the county. However, the recommendations should be useful in guiding future development. Their implementation would be a progressive step toward sound economic growth. On the other hand, through implementation, other problems may be revealed and created. This is to be expected.

Education

One of the first problems recognized in the text is the level of education prevalent in Hertford County. Although certain parts of the county have high median school years completed by the white population (25 years old and over), the county median is only 8.1 for the total population (25 years old and over) and 6.6 for nonwhites. Many local students, especially nonwhites, drop out of school at an early age. Accordingly, every effort should be utilized to keep these young people in school as long as possible, especially since they hold the key to the future of the county. The law that requires children to stay in school until age 16 should be stringently enforced.

Public School System

One way to bring about better school attendance is by providing a better school system for all the school-age children. In addition to inducing better attendance, a better school system would improve the quality of available education. Greater quality and variety in secondary education might be introduced through consolidation of the county's high schools. As stated earlier, two high schools can be located in the county so that no student would have to travel over 15 miles to school. Consolidation would make it possible for the schools to offer a much broader curriculum which would appeal to a greater number of students. In addition, larger school plants are more economical to operate than small units. For example, one school with 800 students can be operated and maintained more economically than two schools with 400 students each.

Industrial Education Center

The second recommendation also concerns education, but with a different emphasis. One of the major problems facing local industry is a lack of skilled labor. This could also be a deterrent to future industrial expansion. Through an industrial education program the county could help alleviate this problem. Such a program would include training in various skills plus basic education courses for adults who either failed to finish high school or need refresher courses. In addition to helping erase the shortage of skilled labor, an extensively used industrial education center would help raise the average manufacturing wage. This occurs naturally because the development of skills increases the value of local labor. As a result, local wages would be forced upward because the skilled labor would be demanded in a broader labor market and firms would be forced to become more competitive in order to obtain the skilled labor. In turn, increased manufacturing wages would lead to greater total personal income in the county.

Once an industrial education program is initiated, one of the major tasks will be that of inducing the unskilled and uneducated to attend. The problems in this respect are apathy and poverty. Many people who need training are not aware of the benefits of an industrial education center, and until they learn what these advantages are they will have no desire to attend courses at a center. This problem may be solved by comprehensively educating the people about the advantages of industrial education. This might be accomplished on a door to door basis or through the schools in the county, i.e., school children could carry the information home to parents or older brothers and sisters.

The problem of poverty is not so easily overcome. Many of the very poor people will not attend courses because of a possible loss of income while attending. Many of them may feel that they cannot afford the necessary transportation costs incurred between

their homes and the industrial education center. If funds can be made available, this problem can be overcome by providing a training allowance for people who cannot attend without financial aid. The county could set up a special fund for this purpose. In addition, funds might be obtained from private foundations or the federal government.

Agriculture

Generally, agriculture in the county is progressing at a good rate. Farms are becoming larger and more specialized, and modern methods and equipment are being employed. However, despite its great potential, livestock production in the county has declined in recent years. Farmers in the county should be made aware of the county's potential as a livestock and vegetable producing area. This might be accomplished by the local Farm Bureau, the Grange, or the A.S.C.S. Office in the county. Perhaps all the farm organizations in the county could pool their efforts for such an undertaking.

Economic Development Commission

It is obvious that one of the county's main objectives now and in the future should be the development of adequate employment opportunities for the local people. A major step toward accomplishing this objective would be the establishment of a vigorous and active industrial development commission, or more generally, an economic development commission. This commission would be responsible for the direction and coordination of all economic development efforts in the county. Its primary objective would be to encourage private and public investment which would perpetuate economic growth.

Public Investment

The importance of public investment for economic development should not be regarded lightly. Community appearance and public facilities are considered as important factors by plant location representatives of companies. Many companies give major con-

sideration to whether a community is a good place for its employees to live and raise a family. Therefore, a county economic development commission might consider the question, "What can be done to make Hertford County a better place in which to live and raise children?" Using this statement as the foundation, facilities and services such as schools, recreation, and police and fire protection could be considered.

Naturally, all progressive public investment may be considered as a primer for private investment. More significantly, public investment is directly related to industrial development. For example, an industrial education center in the county would help provide an adequate amount of skilled labor for new and expanding industries. What provisions do local communities have for extending water and sewer services to new plants? Would the volume of available water in a local community be adequate for supplying an additional industry, and if not, what can be done to improve the situation? If these capital investments were made and skilled labor were available, a particular firm would seriously consider locating in an area. In turn, other private investors would seriously consider some type of investment. Many such factors are of prime importance for economic development.¹

Private Investment

There is much overlapping between encouragement of public and private investment because public improvements, such as new schools, serve as inducements to private investors. In encouraging private investment, the economic development commission should serve as a coordinator of the economic development activity in the county and as a liaison agent between the communities and prospective investors. In addition, the commission should extensively advertise and promote the county's advantages to private investors.

¹In the Land Development Plan, these specific capital investments will be analyzed in greater detail.

When considering private investors, the commission should not limit itself to manufacturing industry. Perhaps the county can be utilized as a regional sales headquarters for a distributing firm, or region serving government offices might be attracted. Many other possibilities might be investigated. The important thing is to be thorough in evaluating the county's advantages, possibilities, and disadvantages in relation to economic development. The appendix includes a checklist of factors considered by plant location representatives of companies. It also includes possible organization charts for an economic development commission and an industrial development corporation.

A final word is necessary relating to "cheap" labor in the county. Many people in North Carolina use the fact that wages are low in the state as a selling point to attract industry. This is done without exploring the reasons for the low wages in the state. To say the least, this is an unscientific approach to the state's labor problems. North Carolina does have an unusually low average wage for manufacturing employment, but this is not due to any magical quality which keeps the wage low. Rather, the situation is due to a large surplus of unskilled labor in the state. Where unskilled labor is used, the wage is generally lower than the wage for skilled labor.

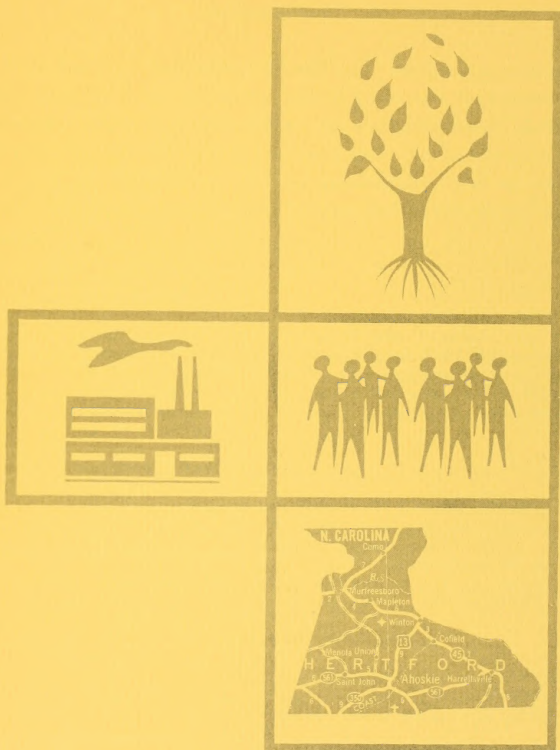
However, in recent years, many communities throughout the state have developed the machinery with which to upgrade the unskilled labor. This machinery consists of the many industrial education and occupational training centers throughout the state. The point which should be stressed in recruiting industry is that these centers can convert the large surplus of unskilled but trainable labor into skilled labor at public expense. The skilled labor would then be more productive and more valuable to employers and could command a higher wage. Industrial representatives are more impressed by a potential supply of skilled labor than by a large surplus of unskilled labor, although the unskilled labor does command a low wage.

Summary

The recommendations stated in this section include:

1. Education:
 - a. Possible school consolidation;
 - b. An industrial education center;
2. Encouragement of livestock and vegetable production in the county;
3. Establishment of an economic development commission to:
 - a. Encourage public investment;
 - b. Encourage private investment;
 - c. Coordinate development activities in the county.

These recommendations do not represent a cure for all of Hertford County's economic ills. However, their implementation, although possibly creating more problems, should represent a major step toward more rapid economic growth for the county.



APPENDICES

APPENDIX A

A Community Checklist for Economic Development¹

The following "Community Checklist" indicates a number of important factors considered by plant location representatives of companies. Thorough evaluation of a community's assets and liabilities has the following two values: it enables development groups to assess and publicize the advantages, and it may suggest potential industrial or economic expansion which might have been overlooked.

1. POPULATION

What is the population of the State? the immediate community? the surrounding area? What are the forecasts for future population? What is the composition of the population and labor force by age, sex, languages spoken, education levels?

2. MANPOWER RESOURCES

How many people are employed, unemployed? What specific skills are available? Which skills are unavailable but needed? How many people are working in agriculture? in service occupations? in industry? in construction? in all occupations and skills?

3. OCCUPATIONAL TRAINING RESOURCES

What facilities and personnel are available for establishing multioccupational training programs such as those under MDTA and ARA?

4. NATURAL RESOURCES

What are the natural resources available in the area, e.g., metals, food, forest, minerals? What items are imported? exported?

¹U.S. Department of Labor, Community Organization for Employment Development, Washington, 1964.

5. LOCATION

Where is the community located? What is its location in relation to major U.S. cities, to the State capital? How near is it to local or area markets? the Nation's principal markets?

6. MARKET

What is the specific trading area? How is it related to marketing facilities, including wholesalers, storage, and warehousing?

7. LOCAL INDUSTRY

How many industrial companies are in the community? What are their products? What is the type of production? recent losses? Are special research and scientific facilities available? How much local industry (if any) is dependent on defense contracts?

8. INDUSTRIAL SITES

What land sites are available for industry? Are there restrictions? If so, specify. What financial aid, if any, is offered? Are industrial parks planned or already operating? Has anyone developed a master plan for the area? If so, specify.

9. LOCAL GOVERNMENT

What is the tax structure (personal and business)? What local laws are advantageous for industrial and business expansion? Which are disadvantageous? What zoning laws or other pertinent laws or regulations affect business or industry?

10. COMMUNITY FACILITIES

How many hotels or motels are there in town or nearby (indicate type or size)? banks? parking lots or garages? shopping centers? schools? post offices? recreational areas and facilities? cultural institutions? restaurants? etc? Are others needed? If so, specify.

11. EDUCATIONAL INSTITUTIONS

List every type of school with its enrollment and indicate whether it has grown. What transportation is provided? Is it adequate? Have school expansions been planned? What provisions exist for vocational training? adult education? business training? higher education? research facilities?

12. HEALTH FACILITIES

How many and what kinds of hospitals are available? doctors? nurses? health programs? clinics? technicians and institutions relating to health? How do they compare with the standards set by other cities?

13. HOUSING

How much and what type of residential housing is available in town? in the suburbs? How does housing location relate to community facilities? to industrial sites? What are general conditions in residential areas? Is there special housing for aged citizens? If so, describe.

14. TRANSPORTATION

What are the available forms of transportation in the area? for passengers? for freight? Are there airports nearby? Can they handle air freight?

15. UTILITIES AND POWER

What utilities and what sources of power are available? What industrial fuel? What are the rates? How do rates compare with those of other areas? What provisions are available for industrial waste, for sewage?

16. WEATHER

What are the maximum and minimum temperatures and how long do they last? Are there other climatic factors? (Climatological reports may be obtained from the U.S. Weather Bureau).

17. PRESS, RADIO, TV

What communications media are available in the area? Do they have national affiliations? (include TV: radio: press: special publications such as trade papers; farm union, and foreign language press. List TV and radio programs of special characteristics and newspaper columns of potential use).

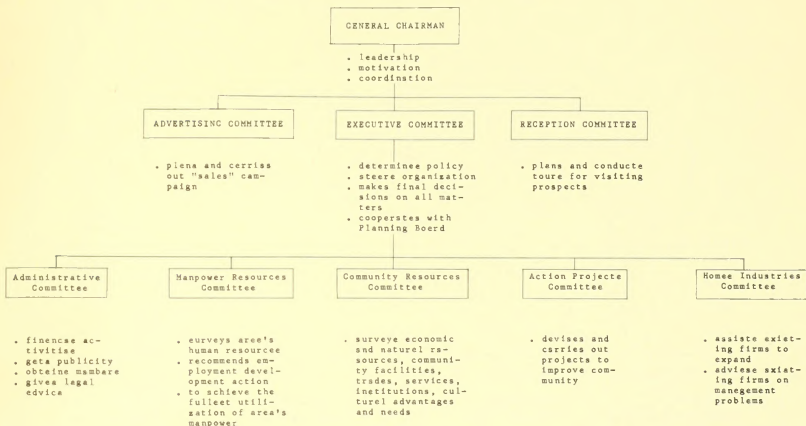
18. GOALS CONSIDERED? NEEDS EXPRESSED? READY TO ORGANIZE?

The preceding checklist and general consideration of goals, priorities, timing, etc., should be applied from time to time and reapplied to keep the organization activities on the track and to change signals when necessary.

COMMUNITY EMPLOYMENT DEVELOPMENT ORGANIZATION CHARTS:

The following two charts are organizational composites, adaptable to local needs.¹

POSSIBLE ORGANIZATION OF ECONOMIC DEVELOPMENT COMMISSION

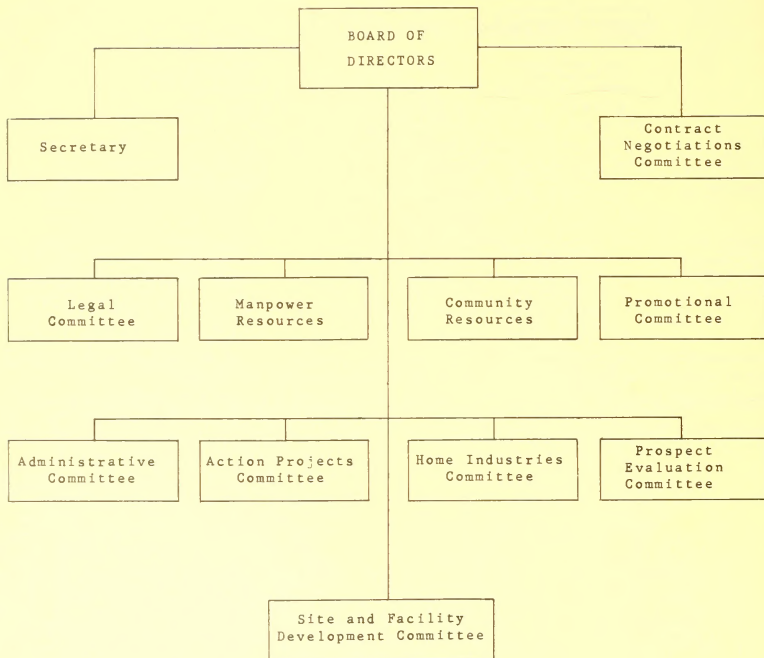


Examples of special subcommittees functioning as needed, under the above committees:

Brochure Publication - committee collects information from the resources committees and works with Advertising and Action Projects committees and Industry and Publicity chairman to design and arrange effective brochure inviting industry or tourists...

Highway and Roads - committee works with community resources, action projects, and legal advisors to promote improvement of highways or roads to expand and expedite industrial expansion.

POSSIBLE ORGANIZATION OF
(LOCAL) INDUSTRIAL DEVELOPMENT CORPORATION



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